

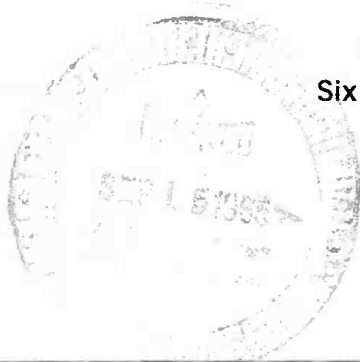


Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Kintner NBC boss as Bob Sarnoff gets RCA presidency. p9
Six days to fateful showdown on TV networks' programs. p27
Auto makers boost air budgets 14% to \$154 million. p32
Spot radio climbs to \$47.6 million in first quarter. p40

COMPLETE INDEX PAGE 7



**Radio spreads
the word fastest**

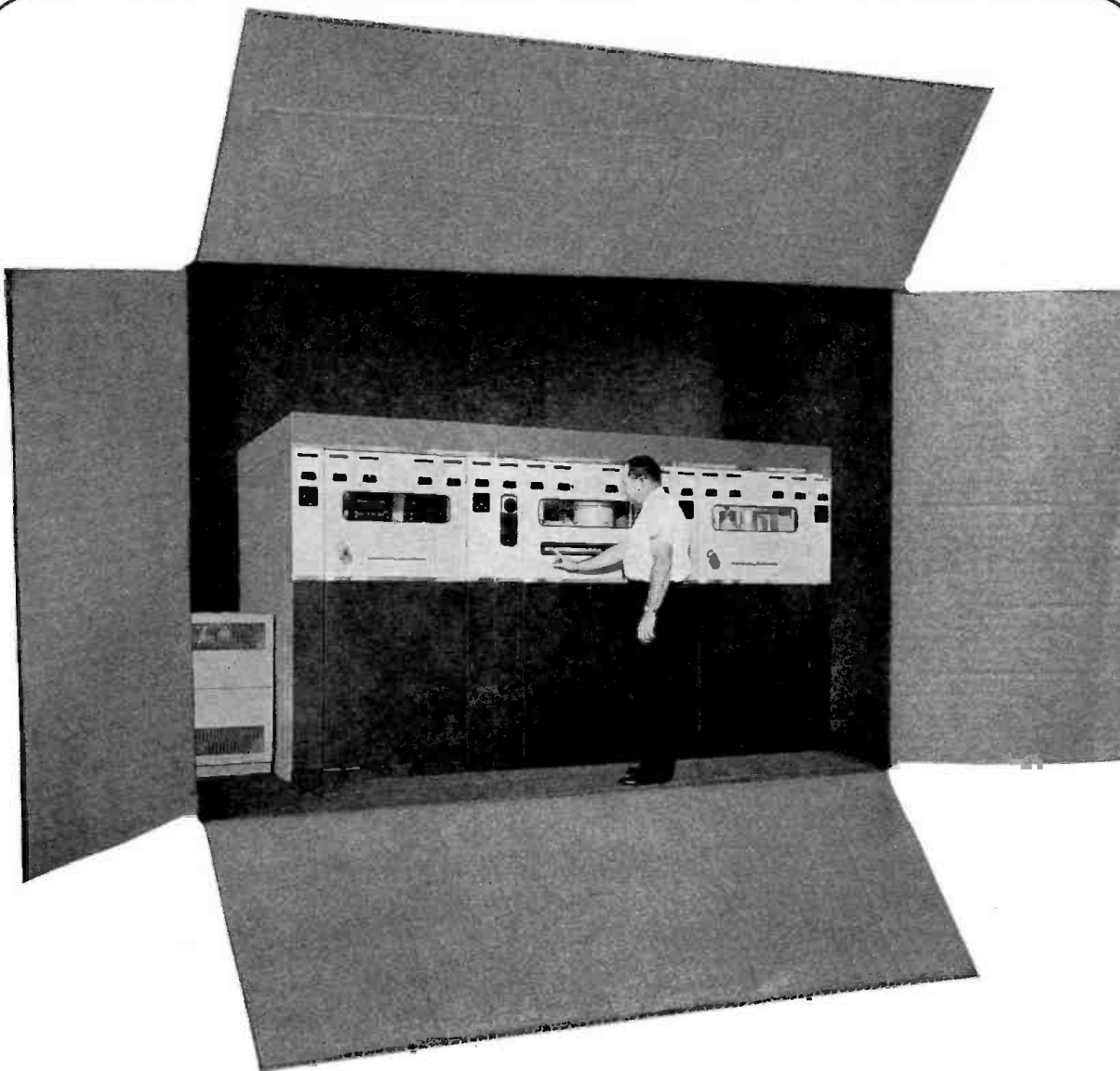
RADIO DIVISION

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

The new U.S. Ambassador in the U.N. makes news. People everywhere will hear it first on Radio—a faster medium for news and for selling. National advertisers choose Spot Radio to sell selectively and effectively in markets where their products need a boost.

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ONE NEAT PACKAGE

gives you the most efficient 50 kw AM broadcast transmitter built anywhere!

□ overall efficiency: 62% or better □ plate efficiency: 80% or better □ power consumption: 120 kw @ 100% modulation, 92 kw @ 30% modulation, 82 kw @ 0 modulation □ completely self-contained, including blower: compact design assures minimum installation cost and uses only 62 sq. ft. of total floor space.

for a descriptive brochure on Continental's new Type 317C 50 kw AM broadcast transmitter, write: Commercial Sales, Continental Electronics Manufacturing Company, Box 17040, Dallas, Texas 75217

LTV *Continental Electronics*
A DIVISION OF LING-TEMCO-VOUGHT, INC.



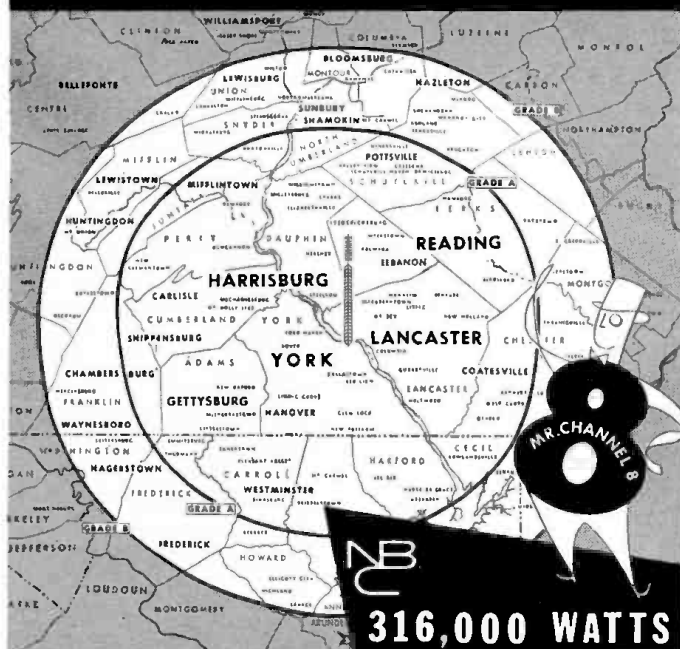
WGAL-TV COLOR

gives you more for your money



This fall, NBC nighttime programs 96% in color. All 28 carried by WGAL-TV. Typical example: **Hullabaloo**.

MULTI-CITY TV MARKET



Color programs deliver 80% more audiences in color-set homes than in black-and-white homes. Color pioneer Channel 8 is the only completely equipped color TV outlet in central Pennsylvania. This market ranks among the leaders in color-set penetration in its coverage area. Color, the most dramatic means of reaching your market and presenting your products, is on WGAL-TV daytime, nighttime, practically all the time. Enliven your sales picture in this booming, buying area.

WGAL-TV

Channel 8 - Lancaster, Pa.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

Steinman Television Stations • Clair McCollough, Pres.
WGAL-TV Lancaster, Pa. • KOAT-TV Albuquerque, N. M. • KVOA-TV Tucson, Ariz.

Executive puzzle

Soon after news of top-level changes at RCA-NBC was out last Friday (see page 9), speculation started on eventual choice of NBC president. Robert E. Kintner will continue to hold job in addition to NBC board chairmanship in which he'll succeed Robert Sarnoff Jan. 1. But if Mr. Kintner decides afterward to wear only one hat, whom will he pick for president?

Logical successor to NBC presidency is David C. Adams, 52, senior executive vice president, but Mr. Adams has insisted he would prefer relative anonymity of second-in-command. Others seen as possibilities are Kenneth W. Bilby, 46, executive vice president, public affairs, of RCA, and former NBC public relations vice president; William B. McAndrew, 51, executive vice president in charge of news; Julian Goodinan, 43, vice president, news; Walter D. Scott, 50, executive vice president in charge of television network.

Space network

In next week or so ABC will hand FCC one of stickiest problems agency is apt to face any time soon. ABC will petition for right to put up its own TV-relay satellite to replace AT&T system of feeding network programs to affiliates. Accompanying ABC petition will be technical description of satellite-ground station-receiving array designed by Hughes Aircraft, builder of Early Bird which now orbits for Comsat as space relay station. It's understood ABC and Hughes will propose launching of sophisticated version of Early Bird that could relay several TV signals, one each for network feeds to four U. S. time zones and another for educational TV.

Cost projections are said to confirm predictions of Leonard Goldenson, ABC president, some months ago that expense of erecting and maintaining network feed by satellite would be only fraction of current AT&T rates. That alone is enough to make ABC petition item of major interest before FCC.

WCPO to Kaye-Smith

About to be signed is sale of WCPO-AM-FM Cincinnati by Scripps-Howard to performer Danny Kaye and broadcaster Lester M. Smith for \$750,000. Scripps-Howard will spin off radio operations from WCPO-TV, to be operated from new headquarter structure now

in planning stage. Transaction, negotiated by Howard E. Stark, of New York, will give Kaye-Smith group fourth outlet, others being KXL Portland, Ore., KJR Seattle, and KNEW Spokane, Wash. Mr. Kaye owns 80% of corporation and Mr. Smith, who manages operations, 20%. WCPO, established in 1927, operates on 1230 kc with 1 kw D, 250 w N and is independent.

Looking for exit?

It may be new E. William Henry with new approach who addresses first of new-season luncheon meetings of International Radio and Television Society in New York Sept. 24 (see page 56). Word is that FCC chairman may ask for what amounts to way out of FCC proposal to prohibit TV networks from holding equity positions in more than half of their prime-time programming. So-called 50-50 rule has attracted none of support that some members of FCC and its staff thought it would get from advertisers, agencies and program producers.

Informally Mr. Henry has indicated to representatives of both Association of National Advertisers and American Association of Advertising Agencies that he'd welcome alternative plans to get diversification of network program control. In IRTS speech he just may make those desires public.

Foreign fairness

Can foreign and internal affairs of other nations be controversial issues of public importance, under terms of FCC's fairness doctrine? Apparently so. Commission staff is looking into two complaints about noncommercial WNDT(TV) New York in connection with documentary on South Africa and another complaint about WPXI(TV) New York because of David Susskind interview with Israel's deputy prime minister, Abba Eban, on *Open End*.

Complaints about WNDT came from viewers who alleged documentary, dealing with racial issue in South Africa, contained anti-white bias. Program was produced by National Educational Television. Thus far, WNDT has received copy of only one complaint. And woman making that one, station said, has never asked for time. Complaint about Susskind show came from small Arab-American association, which had requested time

for presentation of views by Arab delegates to UN. WPXI had refused; said Eban interview didn't deal with controversial issues such as Arab-Israeli dispute, but with internal Israeli matters.

No slow down

Niles Trammell, former NBC president, who ostensibly retired after disposition of his interests in WCKR and ch. 7 WCKT(TV) Miami over two years ago, is remaining active as consultant. Mr. Trammell, 71, has among his clients Capital Cities Broadcasting, Cowles Magazine & Broadcasting and S. C. Johnson & Sons. He maintains headquarters in Miami's First National Bank Building.

Forums on forms

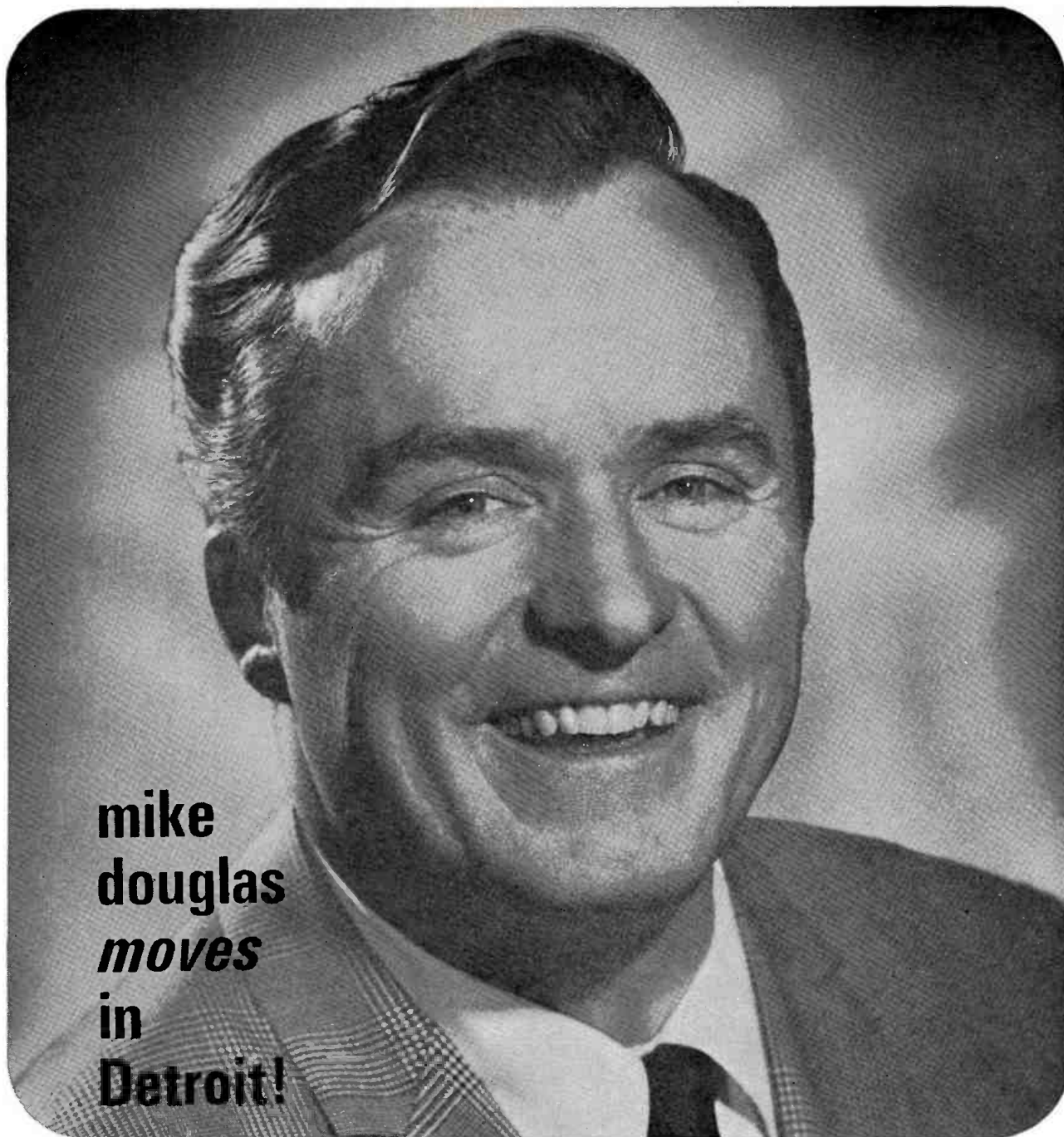
National Association of Broadcasters is inviting traffic managers of member stations to forthcoming regional conferences. NAB feels FCC's new radio license renewal forms and logging requirements can use clarification and has opened afternoon session where Douglas Anello, NAB general counsel, will do explaining.

Better clearance

ABC-TV says it's getting extra exposure for its early evening Monday-Friday news show that features Peter Jennings. Network says station clearances for 15-minute show in fourth quarter total 123, high point for that news period on ABC-TV, and in January will clear 124 stations when Atlanta is added to lineup. Historically, period has had clearance problems on ABC, and when Mr. Jennings took over news spot last February, clearances stood at 107. From commercial aspect, show goes into fall season fully sold with General Foods, Carnation, Bristol-Myers, Brown & Williamson Tobacco, Menley & James and U. S. Plywood among sponsors.

Departure note

Resignation of Ray V. Schneider as VP-general manager of Meredith-Avco Inc., joint community antenna venture by Meredith Publishing Co. and Avco (Crosley Broadcasting Corp.) is expected this week. Mr. Schneider, in CATV since 1952, joined Meredith-Avco last October. Although his plans are not divulged, it's expected he will remain in CATV management.



**mike
douglas
moves
in
Detroit!**

WJBK-TV2's MIKE DOUGLAS SHOW is a lady-killer in Detroit.

In moving from mid-morning to early evening, Mike Douglas now delivers an even greater buying audience of enthusiastic women *and men!*

This 90-minute sales-maker comes on strong every afternoon at 4:30, followed by TV2's award-winning News Report at 6:00. Together, they give

you a powerhouse lead-in to Detroit's prime evening programming.

The Mike Douglas Show is a *great* spot for *your* spot in Detroit. Ask your STS man for the details.

WJBK-TV



MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	DETROIT WJBK-TV	TOLEDO WSPD-TV	NEW YORK WHN	IMPORTANT STATIONS IN IMPORTANT MARKETS STORER BROADCASTING COMPANY
MIAMI WGBS	CLEVELAND WJW	LOS ANGELES KGBS	DETROIT WJBK	TOLEDO WSPD	PHILADELPHIA WIBG	

STORER TELEVISION SALES, INC. Representatives for all Storer television stations.

WEEK IN BRIEF

As starting date for new TV season draws nigh, networks rush promotional efforts to get jump in audience race. Collision is one week away and question is which of \$10 million worth of weekly shows will survive. See . . .

6 DAYS TO SHOWDOWN . . . 27

Those shiny new 1966 cars come out soon and broadcasters find Detroit ready to start sales year with even bigger push than 1964. Spot radio and TV will get biggest increases of \$154 million air budgets. See . . .

BIG BOOST IN BUDGETS . . . 32

FCC asked for comments on its 1%-means-control rule and broadcasters provided them. Rule, they say, is antiquated and could seriously cut into sources of financing. Ask for liberalization. See . . .

OUT OF PHASE . . . 67

WGN Inc. ready to announce \$3.5 million purchase of KCTO(TV) Denver. Sale will be first test of FCC interim policy on VHF ownership which says group with two V's in top 50 markets gets hearing if it seeks third. See . . .

WGN BUYS VHF . . . 57

Sen. Bass ripples waters of otherwise serene hearing on Bartley renomination. Says he's concerned about continuing financial troubles of ETV's. Feels it could lead to programing pressures from backers. See . . .

ETV'S VULNERABLE? . . . 52

Chrysler, Ford and General Motors continue to be 1-2-3 among spot radio buyers, RAB first quarter figures reveal. Top 100 advertisers used medium to sell 250 products. Spending hit \$47.6 million. See . . .

BIG WHEELS LIKE SPOT . . . 40

Once more into breach. Revised, refreshed, revitalized FCC returns from recess to find desks overflowing with such items as CATV, network program control and group ownership rules. See . . .

BACK IN BUSINESS . . . 56

CBS Inc.'s New York Yankees say they will join baseball package, now on ABC-TV, next season. Yankees will give up \$500,000 CBS-TV 'Game of the Week' contract to take \$325,000 with 18 other teams. See . . .

YANKEES JOIN . . . 46

Bell wants television code to take stronger line and discourage disparaging commercials. Says facts are one thing, innuendoes another. Code says Renault spots on West Coast aren't being fair. See . . .

HARDER RULES ON NAMES . . . 45

New York firm has sort of do-it-yourself kit for seekers of low-power, high-channel local UHF's. Kamen Associates tells FCC it can offer community U's \$100,000 package to get them on air. See . . .

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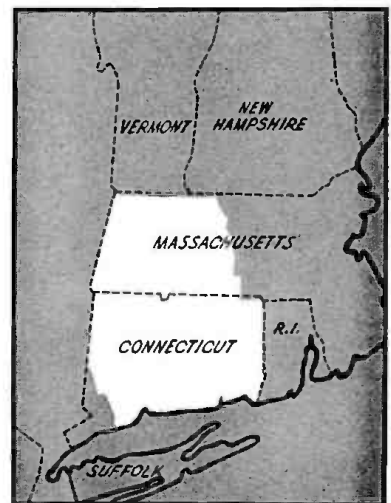
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WTIC  **50,000 watts**

HARTFORD, CONNECTICUT
REPRESENTED BY THE HENRY I. CHRISTAL COMPANY



Gen. Sarnoff



Dr. Engstrom



Mr. Sarnoff



Mr. Kintner

Robert W. Sarnoff named president of RCA

KINTNER IN TOP COMMAND AT NBC

Robert W. Sarnoff moves from NBC chairmanship to RCA presidency, and Robert E. Kintner becomes chairman as well as president of NBC in realignment that also sees Brigadier General David Sarnoff giving up post of RCA chief executive officer to Elmer W. Engstrom but remaining as chairman.

Changes, to be effective Jan. 1, will bring first reduction in responsibilities for General Sarnoff in almost 60 years as a dominant force in broadcasting and electronic fields. Now 74, General Sarnoff is expected to remain active, however, in both chairmanship and influence on affairs of company he has led to verge of \$2 billion annual sales.

Both he and Mr. Engstrom, currently RCA president, accepted new five-year employment contracts, also effective Jan. 1.

Dr. Engstrom, 64, electronics engineer with RCA for 35 years and president since December 1961, will become chairman of executive committee as well as chief executive officer. Frank Folsom, former RCA president who has headed executive committee since 1957, will continue on RCA board and will handle special management assignments.

Robert Sarnoff, who will report to Dr. Engstrom, will be chief administrative officer of RCA. Mr. Kintner, who has been chief administrative officer of NBC, becomes network's chief executive officer as well as president and chairman.

Two Hats ■ One of the first questions raised by observers was whether Mr. Kintner might later choose new president and chief administrative officer for NBC. Inside speculation was that he would not, at least in immediate future.

Changes were announced after regular meetings of RCA and NBC boards Friday. Announcement said General Sarnoff asked that Dr. Engstrom be designated chief operating officer and that

Dr. Engstrom recommended Robert Sarnoff for president, saying he was "intimately familiar" with RCA operations from service as RCA board member since 1957, member of executive council since 1958 and chairman of executive planning committee since April 1964.

Mr. Kintner, 56 next week (Sept. 12), will assume complete command of NBC operations after seven years as president under Mr. Sarnoff—and after earlier seven as president of ABC. Former newspaperman whose background is reflected in his interest and influence in NBC News operations, he entered broadcasting at ABC in 1944 as vice president for programing, public services, public relations and advertising, and became executive VP in 1946. He was ABC president from December 1949 to October 1956 when he resigned in top-management reorganization.

Mr. Kintner joined NBC Jan. 1, 1957, as executive VP for coordinating all color activities, added responsibility for TV programs and sales one month later, became executive VP in charge of TV network in February 1958 and NBC

Rose-colored Gypsy Rose

Even "talk" shows on television seem destined to go to color. Seven Arts Television's *Gypsy Rose Lee Show*, currently syndicated to nine markets, is scheduled to shift from present black-and-white form to color around first of year due to station insistence on tint. Another "talk" show still under wraps at Seven Arts TV, five-day-week daytime program, is slated to be produced in color for network presentation early next year.

president five months later.

Mr. Sarnoff, 47-year-old son of General Sarnoff, moves into RCA management—as long predicted—after 18 years in wide variety of increasingly responsible posts with NBC, subsidiary of RCA. He became executive VP 12 years ago, president in 1955, chairman in 1958.

Last Friday, day changes were announced, RCA stock closed stronger than it opened. It had closed Thursday at 38⅞, opened Friday morning at 38¼ and closed for day at 38⅞.

NAB group to weigh CATV's impact on radio

National Association of Broadcasters is getting information to help it decide what course to follow in commenting on what effect, if any, community antenna TV has on radio. Comments are due Sept. 27 as part of FCC's inquiry on CATV regulation.

NAB's future of broadcasting committee will meet in Chicago, Sept. 17, to receive results of two-market study made by Marketing Impact Research Inc., New York. Survey was taken in unidentified areas where CATV's have been long established and where they have carried radio signals.

NAB wants to know effect radio carriage has had on local stations' economy and audience.

Two agencies split American Home accounts

Approximately \$6 million portion of Boyle-Midway division account of American Home Products Corp. has been shifted from Ted Bates & Co. and divided between McCann-Erickson Inc., New York, and Compton Advertising, that city. TV-radio accounts for estimated \$5.4 million, or about 90% of media expenditures.

McCann and Compton each obtain about \$3 million in billing. McCann is assigned Aero Floor Wax and two test products, and Compton, Griffin Shoe polishes, Black Flag disinfectant and insecticides, Sani-Flush toilet bowl cleaner and several test products.

McCann has picked up more than \$8 million in new business since June 15. Bates will continue to handle more than \$20 million of American Home Products business, despite \$6 million shift. Included in remaining account

more AT DEADLINE page 10

WEEK'S HEADLINERS

Robert W. Sarnoff, chairman of NBC, becomes president of RCA on Jan. 1, with **Robert E. Kintner** assuming chairmanship of NBC in addition to present post as president of network. Other changes in RCA top command: **Brigadier General David Sarnoff** relinquishes post of chief executive officer of RCA but retains chairmanship, with **Elmer W. Engstrom**, RCA president, becoming chief executive officer and chairman of executive committee of RCA (see page 9).



Mr. Belknap



Mr. Jacoby



Mr. Godfrey

Paul E. Belknap, senior VP-director, Needham, Harper & Steers, New York, elected executive VP and promoted to managing director of agency's New York division. Until early this year Mr. Belknap had been with Needham,

Harper & Steers's office in Chicago. **Robert E. Jacoby**, senior VP, elected NH&S director and named director of newly formed account executive department in New York. **Stacy Stevens**, VP, becomes manager of department and senior account director. Other new senior account directors are **Edward J. Gardner**, **Paul M. Lenett**, **Earl B. Morgan**, **Arnold H. Rohlfing**, **Graham Rohrer**, **Robert K. Swanson**, and **John B. Wright**. All are VPs.



H. Keith Godfrey, east coast VP of MCA-TV since 1962, appointed VP and director of sales, replacing **Harold Golden**, who resigned to join ABC Films as president (BROADCASTING, Aug. 30). Mr. Godfrey has been with MCA-TV for more than 10 years, and has served as an account executive in Texas, Philadelphia and New York. Earlier he was sales executive with Columbia Pictures and New Bedford Cordage, New Bedford, Mass.



Mr. Strouse



Mr. Bartlett

Walter E. Bartlett, VP in charge of television at Crosley Broadcasting Corp., and general manager of WLWT (TV) Cincinnati, elected to board of directors of Crosley. Mr. Bartlett's election fills vacancy created by death of **James D. Shouse** (BROADCASTING, Aug. 30). Mr. Bartlett was general manager of Crosley's WLWC(TV) Columbus prior to his appointment as VP for television in April, 1964. Under his supervision, in addition to WLWT and WLWC, are WLWD(TV) Dayton, Ohio; and WLWI(TV) Indianapolis. **Ben Strouse**, general manager of WWDG-AM-FM Washington, elected VP of Crosley Broadcasting. Mr. Strouse has been with stations recently purchased by Crosley, since 1941, working his way from account executive to election in 1956 as president and general manager.

For other personnel changes of the week see **FATES & FORTUNES**

is major portion of American Home's Whitehall division.

Ampex pro equipment to Y&R

Ampex Corp., Redwood City, Calif., names **Young and Rubicam**, San Francisco, to handle advertising of its professional magnetic recording equipment and tapes, computer memory systems and components in U. S. and abroad.

Cunningham & Walsh, San Francisco, which had account for past four years, elected not to rebid when Ampex reviewed advertising, asked other agencies to submit plans. **Hugh Morris** is account supervisor on Ampex at Y&R. Advertising of Ampex consumer tape recorders and tapes is handled by **Kenyon & Eckhardt**, Chicago.

Hamilton Beach names Wade

Hamilton Beach division of **Scovill Manufacturing Co.**, Racine, Wis., names new agency, **Wade Advertising**, Chicago, in addition to **Clinton E. Frank Inc.**, there, handle new products. Firm uses TV.

ABC News expanding Washington facilities

Growing importance of Washington-originated news programing and resultant need for more space is evidenced by plans of ABC News to expand its two-year old facility in capital. ABC now is housed in two-story building on Connecticut Avenue and leases second floor in adjoining bank building.

Network has signed long-term lease for ground floor of warehouse-garage at rear of present structure and is negotiating for all space in two-story bank building. Warehouse space is now being renovated with construction completion date targeted for Oct. 1.

Space will house production offices for ABC Daily Electronic Feed, network strip shows and daily 15-minute **Peter Jennings** news program. It will also contain film laboratory, large studio and master control for special events such as presidential inauguration. Tape facilities are being constructed and equipment is being added to that al-

ready in service.

Completed expansion should more than double unit's current floor space.

Pressure charge leveled at Black Hills executive

Charge has been made that **C. Hamilton Moses**, president of firm with extensive holdings in community antenna television, has attempted to bring political pressure on FCC.

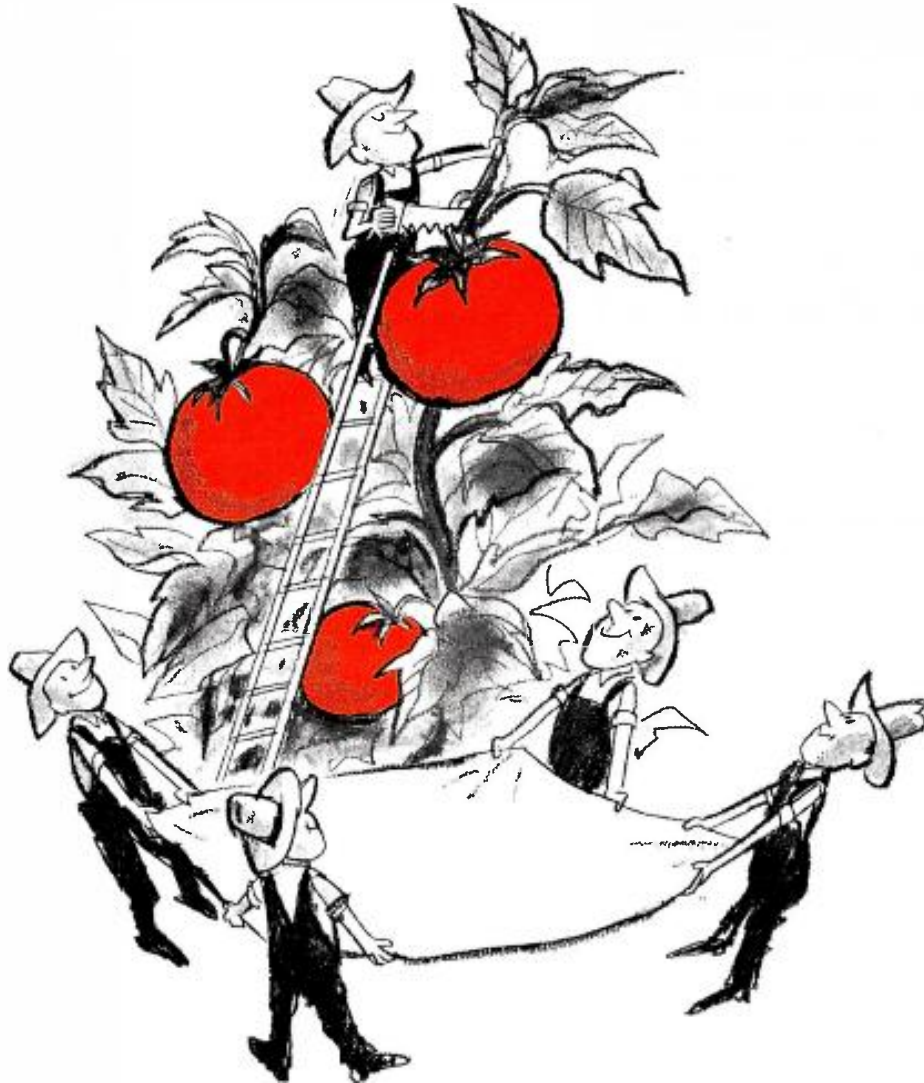
Allegation was made by **KOTA-TV** Rapid City, S. D., to FCC in proceedings involving **Black Hills Video Corp.**'s application for renewal of microwave authority to serve CATV's in Rapid City, S. D., and other areas.

Mr. Moses is president of **Black Hills**, as well as principal owner of parent company, **Midwest Video Corp.**

KOTA based its charges on letters to senators and congressmen by **G. R. Morrell**, director of **Black Hills**. Letters stated they were sent at "suggestion" of Mr. Moses and contained phrase "I hope you can help" in pending case.

BROADCASTING, September 6, 1965

BEELINE COUNTRY... AWFULLY BIG IN AGRICULTURE



...and BEELINE RADIO KFBK is a proven way to reach this important market.

Agriculture brings big money to the Sacramento area. But it's only one of the industries that contribute to the more than \$3 billion a year people in the 21-county market have to spend. Take advantage of all

this buying power. Put your sales message where it will get results — on Beeline Radio KFBK. KFBK is just one of four Beeline stations . . . the key to California's rich Inland Valley.

DATA SOURCE: SALES MANAGEMENT'S 1965 COPYRIGHTED SURVEY



McCLATCHY BROADCASTING

PAUL H. RAYMER CO. • NATIONAL REPRESENTATIVE

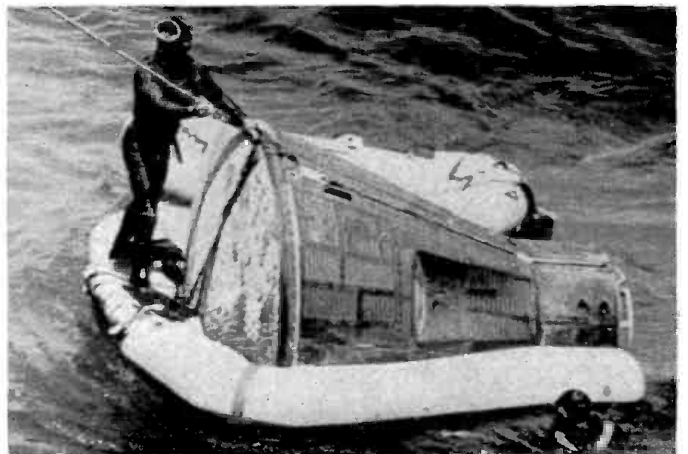
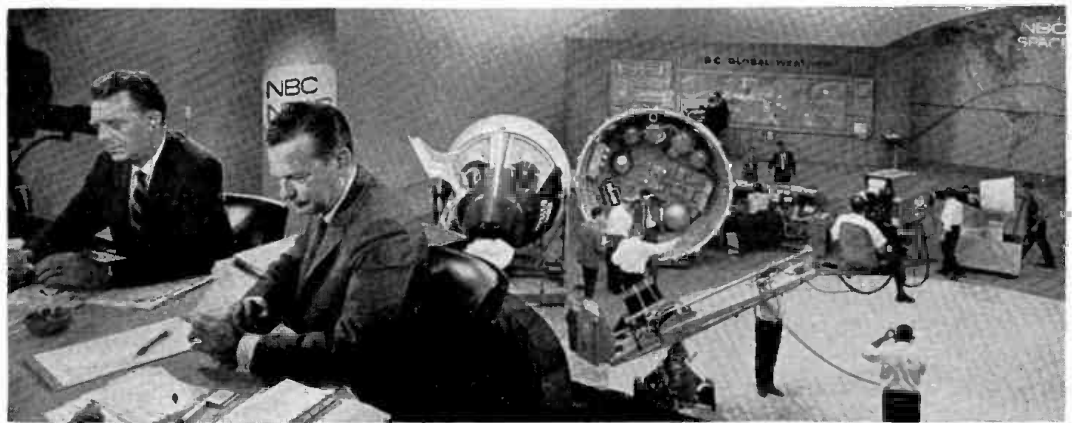
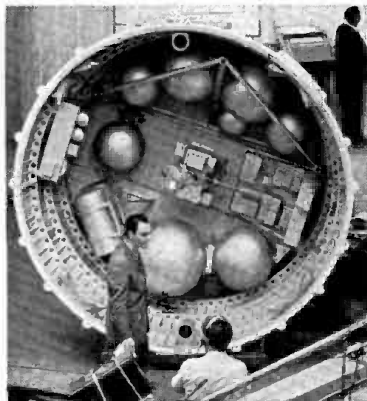
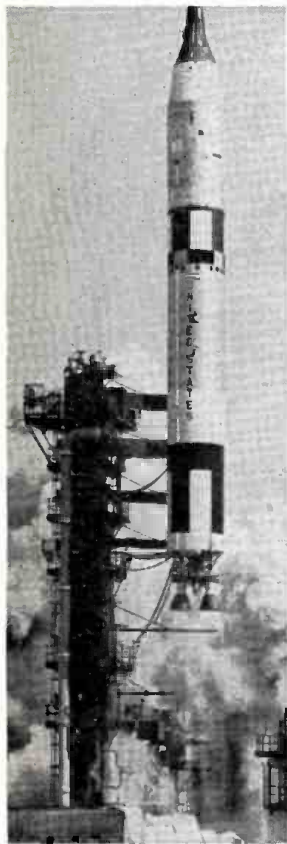
KFBK • Sacramento

KBEE • Modesto

KMJ • Fresno

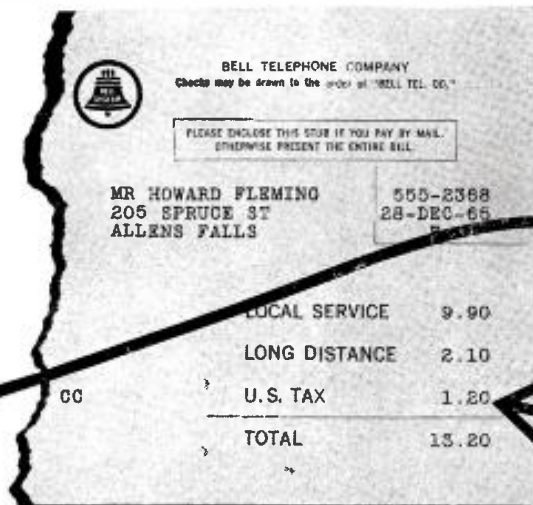
KOH • Reno

BROADCASTING, September 6, 1965



TAX CUT

will mean
smaller
phone bills



BELL TELEPHONE COMPANY
Checks may be drawn to the order of "BELL TEL. CO."

PLEASE ENCLOSE THIS COUPON IF YOU PAY BY MAIL.
OTHERWISE PRESENT THE ENTIRE BILL.

MR HOWARD FLEMING
205 SPRUCE ST
ALLENS FALLS

555-2368
28-DEC-65

LOCAL SERVICE	9.90
LONG DISTANCE	2.10
U.S. TAX	1.20
TOTAL	13.20

This
will
go!

The phone bills you receive beginning January 1, 1966, will reflect a cut from the present 10% to 3% in the Federal excise tax on your service, both local and Long Distance.

The saving in a year's time will amount to almost the cost of a month's telephone service.

That's good news, with more to come. On each succeeding January 1, an additional 1% cut will occur, so that by 1969, the entire 10% Federal excise tax on telephone service will be ended.

No excise tax revenues have ever gone to the telephone company. Instead, over the years, we have merely collected the money for the United States government.

This is not, of course, the only excise tax that has been repealed by Congress. A large number of such taxes have been abolished in order to stimulate the economy. But we are especially happy that the telephone customer has been relieved of this burden on the only household utility still taxed.

You can be sure there will be no reduction in our efforts to give you the world's finest service!



Bell System

American Telephone and Telegraph
and Associated Companies

KPOL is number ONE TOTAL AUDIENCE

(12 yrs. & over) 9am-6pm (M-F)

KPOL also lowest CPM*
6 am - Midnight



KPOL

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5700 SUNSET BLVD., LOS ANGELES, CALIF. 90028 • HOLLYWOOD 6-4123
REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

*Cost per thousand based on 20 to 25 60 sec. spots per week on
13 week schedule. 1/3 traffic 1/2 daytime 1/6 nighttime.



a smart
addition
to any
newsroom

RAB MANAGEMENT CONFERENCES

Sept. 8-9—Northland Inn, Detroit.
Sept. 22-23—Fontainebleau motor hotel, New Orleans.
Sept. 29-30—Hilton Inn, Atlanta.
Oct. 4-5—Westchester Country Club, New York.
Oct. 11-12—Pheasant Run Lodge, Chicago.
Oct. 14-15—Hyatt House, San Francisco.

Betty Furness, chairman of national awards committee. New York Hilton hotel, New York.

Sept. 22-24—Military Electronics Conference, sponsored by the Military Electronics Group, Institute of Electrical and Electronic Engineers. Washington Hilton hotel, Washington.

Sept. 22-24—Annual fall conference of Tennessee Association of Broadcasters. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters. Andrew Jackson hotel, Nashville.

Sept. 23—Tennessee Associated Press Radio-TV Association meeting. Andrew Jackson hotel, Nashville.

Sept. 23—Broadcast industry forum of Educational Foundation of American Women in Radio and Television. State meeting of Kentucky Federation of Women's Clubs. Sheraton hotel, Louisville, Ky.

Sept. 23-25—15th annual broadcast symposium sponsored by The Institute of Electrical & Electronic Engineers Group on Broadcasting. Willard hotel, Washington.

■Sept. 24—FCC chairman E. William Henry to deliver address at the "FCC day" held by the International Radio & Television Society "newsmaker" luncheon. Grand Ballroom of the Waldorf-Astoria, New York.

Sept. 24-25—Annual fall meeting of Utah Broadcasters Association. Park City.

Sept. 24-25—First annual state sales conference of Montana Broadcasters Association. Bozeman.

Sept. 27—FCC deadline for filing comments on Part II of its notice of inquiry and proposed rulemaking, issued April 23, looking toward regulating nonmicrowave community antenna TV systems. Among other areas of concern, Part II deals with (1) effect on development of independent (nonnetwork) UHF stations (2) generalized restrictions on CATV extensions of station signals (3) "leapfrogging" and (4) program origination or alteration by CATV, pay TV and combined CATV-pay TV-TV operations.

Sept. 29-Oct. 2—Annual convention, National Association of Railroad & Utilities Commissioners. Panel on "CATV Jurisdictional Problems," with Peter E. Mitchell, commissioner, California Public Utilities Commission, as moderator; panelists to be named. Sept. 30. Hilton hotel, New York.

Sept. 30—FCC's deadline for reply comments on proposed rulemaking looking toward adoption of procedures for establishing antenna farm areas to accommodate growing number of tall broadcast antenna towers, while protecting air safety.

Sept. 30-Oct. 2—Annual fall meeting of Minnesota Broadcasters Association. Speakers include Sherril Taylor, vice president for radio, National Association of Broadcasters. Radisson hotel, Minneapolis.

OCTOBER

Oct. 1—Deadline for comments on FCC's proposed rulemaking limiting to three number of TV stations (not more than two of them VHF's) an individual or corporation can have interest in or own in one or more of top 50 TV markets.

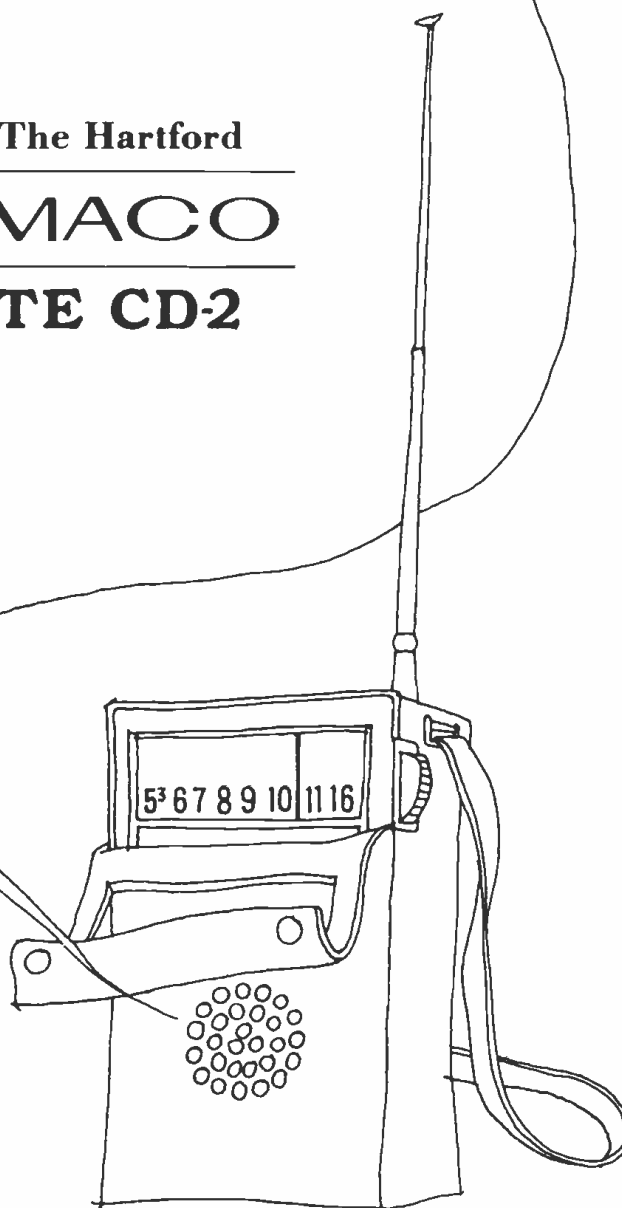
Oct. 4—Annual outing, Federal Communications Bar Association. Washingtonian Country Club, Gaithersburg, Md.

■Indicates first or revised listing.

Insurance by The Hartford

PHARMACO

ALEMITE CD-2



The wise money's on Mutual!

Smart advertising money can get more listeners per dollar on Mutual than on any other network—radio or TV! In fact, forty per cent of all network radio stations are Mutual. Mutual not only covers the top metro markets, but gives you exclusive coverage in 280 others. In all—over 500 markets. No ifs, ands or buts . . . Mutual's the *sure* thing to give you the broadest possible coverage. That's why the wise money's on Mutual.



MUTUAL BROADCASTING SYSTEM

An Important Announcement from the World Leader
in Cartridge Tape Equipment:

ADVANCED, NEW *Spotmaster* Super B Series

MEETS OR EXCEEDS ALL NAB SPECIFICATIONS AND REQUIREMENTS

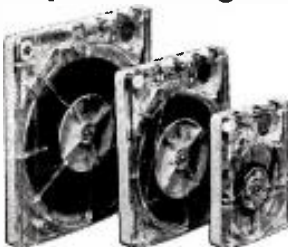


And Here's the New
Economy King
COMPACT 400-A



Don't let their low price fool you. New, solid state SPOTMASTER Compact 400's are second only to the Super B series in performance and features. Available in both playback and record-playback versions, these Compact models share the traditional SPOTMASTER emphasis on rugged dependability.

Top Quality
Tape Cartridges



Superior SPOTMASTER tape cartridges are available in standard timings from 20 seconds to 31 minutes, with special lengths loaded on request. In addition, Broadcast Electronics offers a complete selection of blank cartridges, cartridges for delayed programming and heavy duty lubricated bulk tape. Prices are modest, with no minimum order required.

Introducing the Super B, today's truly superior cartridge tape equipment.

New Super B series has models to match every programming need—record-playback and playback-only, compact and rack-mount. Completely solid state, handsome Super B equipment features functional new styling and ease of operation, modular design, choice of 1, 2 or 3 automatic electronic cueing tones, separate record and play heads. A-B monitoring, biased cue recording, triple zener controlled power supply, transformer output . . . all adding up to pushbutton broadcasting at its finest.

Super B specs and performance equal or exceed NAB standards. Our ironclad one-year guarantee shows you how much we think of these great new machines.

Write, wire or call for complete details on these and other cartridge tape units (stereo, too) and accessories . . . from industry's largest, most comprehensive line, already serving more than 1,500 stations on six continents.



**BROADCAST
ELECTRONICS, INC.**

8800 Brookville Rd., Silver Spring, Md.
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OPEN MIKE®

Wrapup scores touchdown

EDITOR: Congratulations on the most excellent radio-TV survey of football that I have ever seen [BROADCASTING Aug. 16]. It is a most comprehensive article. Through the various charts and subject headings it is possible to discover the particulars of a given team or area within seconds. In addition, the article is just plain interesting reading.—Lawrence A. Kimball, sports information director, The University of Vermont, Burlington, Vt.

Copyright fees for CATV

EDITOR: Cheers to the backers of HR 4347! Payment of copyright fees by community antenna TV's will force them to produce their own programming. It shouldn't be long after the law goes into effect that TV managers will suddenly find the choice films and syndicated properties being "exclusively" bought for his market by the friendly local cable system.

However, they should not really worry about this too much as he should really be worrying about "satellite-television" which in fewer years than he realizes is going to relegate him to a position not unlike the local independent radio station of today . . . and also put his CATV friends right out of business.—Robert C. Gray, Ithaca, N. Y.

The perils of Pierson

EDITOR: Heard a funny story the other day. Seems there was a fellow who felt he could offer worthwhile programming. He operated a radio-television school and was willing to gamble everything by building his own radio station and, later, his own TV station.

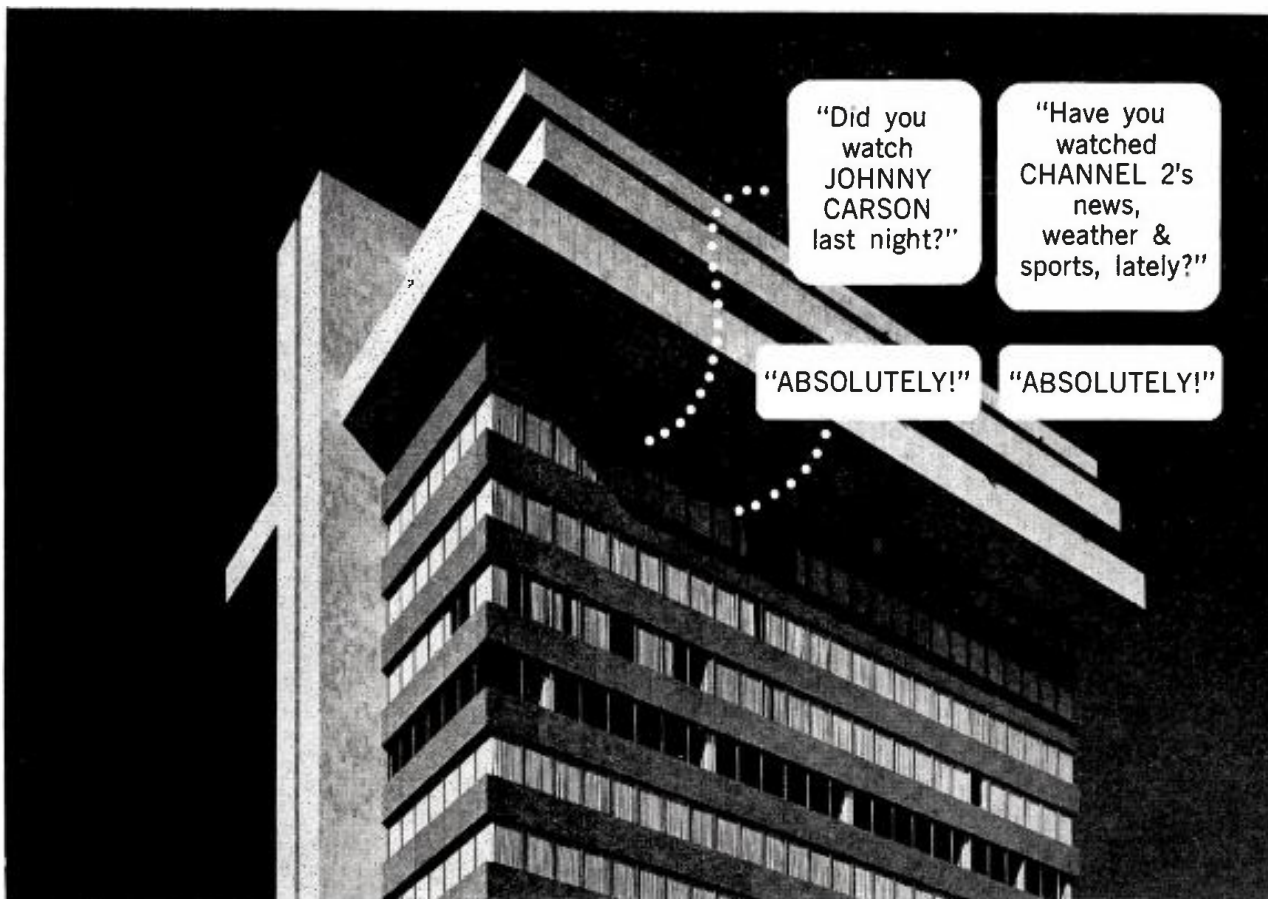
So he did, first spending a rather large sum of money in preparing an application . . . followed by other money to arrange for purchase of equipment, options on property, etc. A suitable location was found and leased for studios, offices, transmitter, tower and antenna.

Then the FCC placed a freeze on new FM grants. This freeze lasted over a year during which time the FCC drew up a new blueprint for allocations. Our applicant found he had to file a new application for much enlarged station.

He had to produce . . . more money for a new location, new lease, option expense and remodeling expense.

The grant was awarded three years

BROADCASTING, September 6, 1965



Pictured above, one of Tulsa's many new office buildings.

In the \$2 billion Tulsa market...

**EVERYBODY
WATCHES
KVOO-TV**

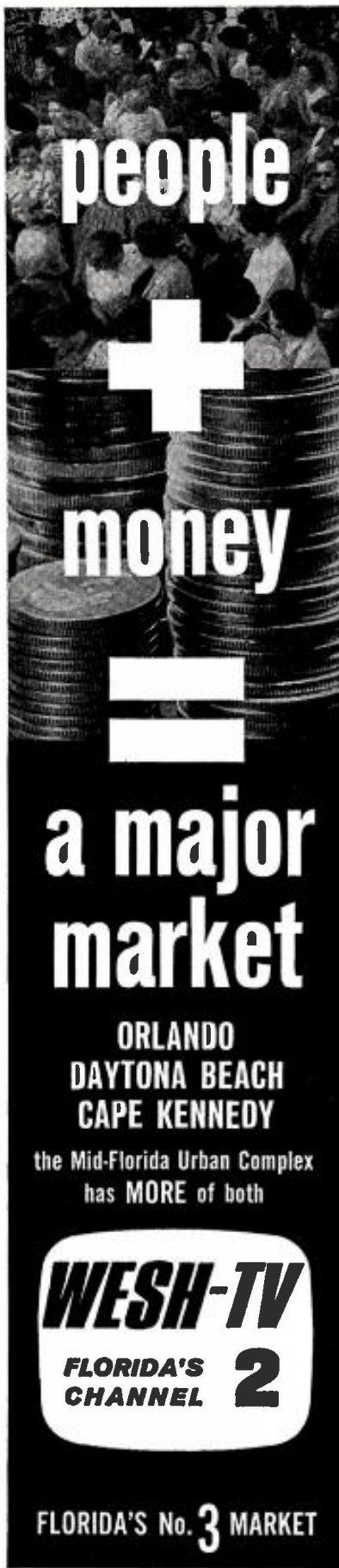


More than 50% of Oklahoma's annual retail sales are made in the coverage area of KVOO-TV, Tulsa's **only** complete color station. Live color programming, first run movies, and no triple spotting are just a few of the reasons more homes are swinging to KVOO-TV.



NB

Represented by  *The Original Station Representative*



people
+
money
=
a major market

**ORLANDO
DAYTONA BEACH
CAPE KENNEDY**

the Mid-Florida Urban Complex
has MORE of both

WESH-TV
FLORIDA'S CHANNEL 2

FLORIDA'S No. 3 MARKET

REPRESENTED BY THE KATZ AGENCY, INC./NBC

20 (OPEN MIKE)

and two months from the date the original application was submitted. The permittee knew it would take a while. He was happy and things looked bright. His other business had continued to support the expense of the new station construction.

There was a wealth of equipment to be installed to fit the specs of the application requirements. But the job was pleasant, though costly, and took over a year. The license was granted early in 1965 and program testing began in June.

The future looked bright. The licensee had an FM station in a population area of more than a million people, his antenna in the heart of the city, his transmitter and studios in the building beneath the tower so that he could automate and remote control the transmitter without expense of telephone lines, etc.

The station went on the air. Everything looked good.

Then, the owners of the building went bankrupt. The building was placed in the hands of a receiver. Rumors started: "Would the building be demolished?"; "Would the lessor honor the leases?"

The tenants in the building started to leave. They were afraid they would be without building services, light, electricity, etc. But the station stayed on.

Oh yes! The funny story I was going to tell: the light and power bill had not been paid by the building owners so the juice is going to be cut off Oct. 1, 1965.

As you might have guessed, I am the hapless licensee. We don't want to move and if we did, well. . . . Someone did a lot of planning to see that all this would come to a head just a day or two after KPBI got on the air.—*William E. Pierson, president, KPBI(FM) Denver.*

Memorial fund for Storz

EDITOR: May I first thank you very much for the great publicity you gave the Todd Storz Memorial Fund. To date we have received about 20% of our goal of \$10,000. If those people who read this letter will use it as a reminder, and mail their checks in to me, we will achieve our aim that much quicker.

Checks, which are tax deductible, may be made payable to the Todd Storz Memorial Fund and mailed to me here at WQAM Miami. They in turn will be forwarded to the University of Nebraska.—*Jack L. Sandler, vice president & general manager, WQAM Miami.*

(Todd Storz, who had been president of the Storz stations, died on April 13, 1964. It was in his memory that Mr. Sandler decided to establish a scholarship fund at Mr. Storz's alma mater, the University of Nebraska, and first asked for contributions several months ago (BROADCASTING, April 28).

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BROADCASTING, September 6, 1965



Hogan's Heroes	Mister Roberts
Get Smart	The Loner
Mona McCluskey	Trials of O'Brien
Smothers Brothers	Camp Runamuck
Convoy	Wackiest Ship
Run for Your Life	Dean Martin
Laredo	Hank
Wild, Wild West	

No matter which one you pick, in Birmingham they are all on WAPI-TV along with such continuing favorites as:

Walt Disney	Danny Kaye
Gomer Pyle	Flipper
Man from U.N.C.L.E.	Beverly Hillbillies
The Virginian	Gunsmoke
Bonanza	Bob Hope
Dick Van Dyke	My Three Sons
Red Skelton	Lucy Show
Jackie Gleason	Andy Williams
The Best of NBC and CBS	

Channel 13 Birmingham Ala. WAPI-TV Represented nationally by Harrington, Righter and Parsons, Incorporated

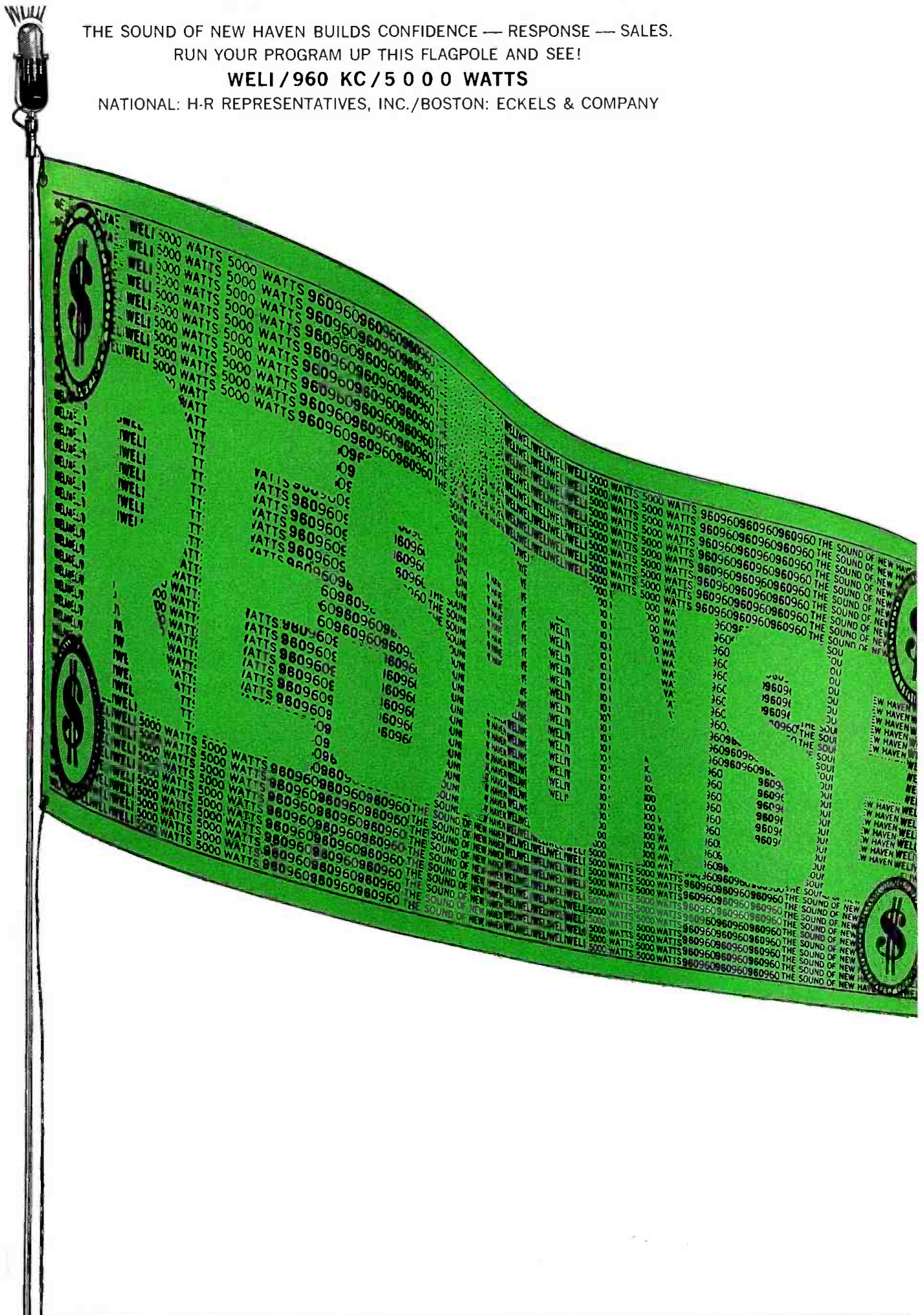


THE SOUND OF NEW HAVEN BUILDS CONFIDENCE — RESPONSE — SALES.

RUN YOUR PROGRAM UP THIS FLAGPOLE AND SEE!

WELI/960 KC/5 0 0 0 WATTS

NATIONAL: H-R REPRESENTATIVES, INC./BOSTON: ECKELS & COMPANY



MONDAY MEMO

from HERBERT F. GRAYSON, Cooper, Strock & Scannell, Milwaukee

Small budget accounts can't afford not to use television

When conversation moves to the topic of television, a fairly common reaction you will get from many advertising managers with modest budgets is: "I'm convinced TV could help sell our product and I'd like to use it, but it's just too darn expensive."

I'm not going to deny that television time costs money. But I do believe that television offers many advantages for the relatively small advertiser not the least of which is prestige.

Wisconsin Finance Corp., one of our clients, doesn't have the advertising funds to outshout its competition with saturation use of radio, for example, nor is it able to win the "space race" in newspapers. However, we believe we've found a successful formula to reach customers by flying above the media storms with television.

Time for TV ■ Wisconsin Finance is a consumer finance firm which operates 28 offices throughout Wisconsin. After using newspaper and radio to advertise its varied services in 1964, our first year on the account, we decided to venture into television.

There are six TV markets in the state and four of them are applicable for use by Wisconsin Finance. So early in 1965 we made a 13-week test in Wausau.

First we went into the Wausau market area and surveyed viewing habits. Checking into media facts and figures we learned that more viewers in the Wausau market watch the early news throughout the week than the 10 p.m. news as normally would be expected.

We feel it pays to make in-market investigation instead of relying solely on judgments made from hundreds of miles away.

The profile of the typical Wisconsin Finance loan applicant, according to our research, disclosed that he is 30 years of age, married with two children and a factory worker with \$90 weekly income. It also showed that he is interested in news and sports.

Program Impact ■ Our first 13-week buy consisted of sponsorship of the Sunday news at 5:30 p.m. on WSAU-TV Wausau. Since consumer finance is a personal service business conducted on a local basis, we felt that for initial entry into TV we would be wise to buy programing rather than announcements.

Our agency also believes in the power of a personality to act as a company spokesman. For another client selling feed medications and animal health products (Hess and Clark, division of Richardson-Merrell Inc.), we chose Andy Griffith to deliver radio commer-

cials nationally. So please don't misunderstand me about across-the-board use of TV. A sizeable percentage of our agency's billings is in radio.

For Wisconsin Finance our choice was Earl Gillespie, sports director of WITI-TV Milwaukee, the voice of the Milwaukee Braves for 11 years and play-by-play announcer of the Green Bay Packers and University of Wisconsin football games. In 1965 he received the award as the state's outstanding sportscaster. Within the state he is as well known as most network personalities.

Counterpunch ■ This, too, is a time in television when it is difficult to out-orchestrate the competition in the use of jingles or out-dramatize them in situation scenes. Therefore we felt the right spokesman can provide the distinctive identification a finance company must have if its message is to be remembered.

Copywriters spend their lives constantly in search of the holy grail, the campaign theme to which an entire advertising program can be hitched. For this client they came up with the most logical question people ask when they discuss family needs: "Where's the money coming from?"

The success of the 13-week run in Wausau was many-fold. The client's four area office managers, identified both visually and audibly in live tags, reported definite awareness in their communities of the commercials. Some reported that loan applicants identified "Where's the money coming from?" with Wisconsin Finance.

New customer business increased measurably and applicants said "I saw your TV commercial last night on the news and . . ." The prestige of each manager increased. One said he at-

tributed his election to an important community post to the 13-week publicity and exposure he gained in the TV commercial tags.

Full Steam Ahead ■ With the results of the Wausau test documented, Wisconsin will carry program sponsorship or a spot buy on a 39-week run in Green Bay, Madison, Milwaukee and Wausau in 1965-66.

In Green Bay the company's minute commercials will appear following the special "rush" pictures showing scoring highlights of the Packers games on Sundays as well as spots within news-weather-sports shows during the week.

In Madison the purchase consists of sponsorship of a 6:20-6:25 p.m. weather show on Fridays. We believe a Friday weather show is a particularly excellent vehicle in a state where so many people are active or spectator sports enthusiasts.

In Milwaukee, because of the budget limitations, we have planned 10-second spots but these will be in prime time and supplemented by participation in *The Late Show*. We feel that the campaign slogan, "Where's the money coming from?" answered immediately by "Wisconsin Finance" will continue to provide excellent company identification even in the 10-second format. Managers of the branch offices throughout the state will appear in the tags.

We also use radio, with Earl Gillespie delivering the spots, newspaper and direct mail to reach Wisconsin Finance customers. But when you're a modest advertiser and you're in competition with national and regional industry giants with big budgets, you need all the "flubber" you can get. That's why we say, don't shy away from television before you get the facts. It may not be too rich for your blood after all.



Herbert Grayson is vice president of Cooper, Strock & Scannell. Agency celebrates its second anniversary Thursday (Sept. 9) with a big presentation luncheon party for midwest advertisers to report on broadcast and other plans for the future as well as to tell of TV successes like that recounted here for Wisconsin Finance Corp. Mr. Grayson has been in advertising and broadcasting for over 14 years, including Klau-Van Pietersom-Dunlap, Milwaukee, and WBBM-AM-FM-TV Chicago.

**wmca announces
that there are
three clairvoyant
media buyers
in America.**

(Hey, Frank Marcroft, Walter Staab, Robert Lazetera,
who's going to win the National League pennant?)

There were only three contestants in the hundreds of entries to our national Clairvoyant Media Buyer's Contest who guessed all the listeners correctly. These visionary gentlemen are: Walter Staab, Vice President and Media Director of Ted Bates; Frank Marcroft, Regional Account Executive and

Robert Lazetera, Media Planner, both of D'Arcy.

This proves that 99.94% of us can't judge people's listening habits by looking at their faces. Our listeners include all kinds of wonderful people, because we have one of New York's largest radio audiences. Get acquainted.



Here are our contest answers.

These are the actual WOR or WMCA listeners. Could you have told the difference?

wmca turns people on.

(AND ALL KINDS OF WONDERFUL PEOPLE TURN ON WMCA.)

the straus broadcasting group
415 madison avenue,
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EVERYBODY'S GOT

COLOR

But in FORT WAYNE...only **WKJG-TV** color-full channel **33** offers **75** hours of color programs every week...both NBC-TV and local!

Check ATS for
availabilities in these prime-time,
7 p.m., **33** color shows:

Mondays: "LARAMIE"

Tuesdays: "IT'S A SMALL WORLD"

Wednesdays: "THE LONE RANGER"

Thursdays: "NORTHWEST PASSAGE"

Fridays: "STINGRAY"

Get the added impact
of color...NBC-TV and
33 color...on

Fort Wayne's REAL
Radio/Television Pioneer,
WKJG-TV



THE **WKJG** STATIONS

WKJG - STEREO FM • WKJG - AM • WKJG - TV

MEMBER STATIONS OF THE COMMUNICANA GROUP
JOHN F. DILLE, JR., PRESIDENT



Six days to fateful showdown

After biggest promotion barrage, a head-to-head collision of three TV schedules—and a survival test for network shows worth \$10 million a week

The television networks come down to the moment of truth next week—the opening of a new fall season that can affect their future operations for months and conceivably years to come.

With CBS-TV toppled last year from the ratings preeminence it had occupied for many years, and with ABC-TV and NBC-TV moving up, the three open the 1965-66 season next Sunday (Sept. 12) on seemingly equal terms for the first time in history—and, also for the first time, all at once.

If one network gets off to a long lead, it will benefit in many ways. Renewals and new sales will come easier, the costs of doctoring and replacing shows will be less, program shufflings will be fewer, station clearance will hold steady and perhaps even improve.

If one lags significantly, it will have worries in all the areas where a leader would find the going easier—plus the additional worry over whether its repairs will work and the lost ground can be regained.

If it proves to be essentially a three-way race—as many observers expect—the pressure will be on all three to patch and improve, consolidate gains and shore up weak spots in an endless effort aimed hopefully at getting ahead and certainly at keeping from falling behind the competition.

The Reckoning ■ Just how long it will take for meaningful audience patterns to emerge was a subject of disagreement last week. But there were no significant differences about the importance of the season—as indicated, for instance, by the unprecedented weight of the advertising, promotional and publicity campaigns being put behind the new schedules.

Out-of-pocket expenses of the three networks for audience promotion for the new season were expected to total close to \$3 million, not counting incalculable millions in air time.

NBC-TV was hailing Sept. 12-19 as “NBC Week,” CBS-TV was singing

“Hey, Look Us Over” and ABC-TV was beating its drums (though without any single promotion theme)—all in campaigns that started in July, will build to a crescendo this week and next, and then run on into the new season.

All three networks acknowledged that their promotional efforts were substantially more extensive than ever before. As one indication of what this means, CBS-TV network officials estimated that the filmed material being furnished their affiliates for on-air promotion alone involved the processing of 120 miles of 16mm film, much of it in color, in a total of 19,500 individual prints.

The Eager Viewers ■ The results of all the drum-beating will be watched by advertisers and agencies in probably greater numbers—and certainly with no less intensity—than ever before. Regularly scheduled shows in the 1965-66 nighttime schedule represent an estimated \$10.1 million in production costs alone, up about \$1 million from last year, and the schedule is closer than it's ever been before—and almost as close as it can be—to completely sold-out status.

Color will dominate the evening

schedule for the first time, with 95% of NBC's lineup, about 50% of CBS's and over a third of ABC's to be color-cast. NBC figures to pick up audiences from its color lead, but the other networks argue that such gains, if any, will not be significant.

In addition to more color the new lineups offer more comedy, but the consensus of programming and media officials at leading advertising agencies sees no significant difference in overall program character this year.

For the most part these executives anticipate a three-network dead heat in the audience race. They have their individual favorites for probable leadership, but usually by so narrow a margin that minor fluctuations in the ratings could change the outcome.

Time of Decision ■ How long will it take to tell what the real outcome is apt to be?

With all three networks kicking off their new programming at the same time, opinions divide three ways. Some think viewing patterns will begin to take shape earlier than usual; some think it'll make no difference, and others think that, if anything, it will take longer this year.

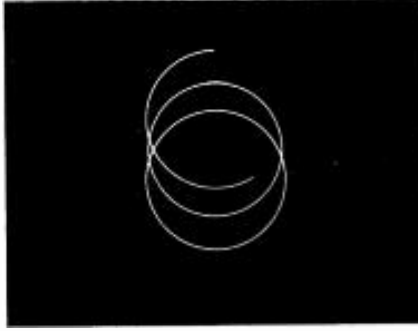
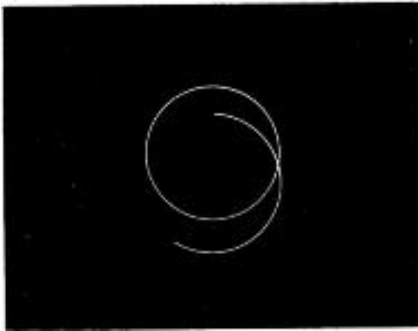
A majority of network and other authorities questioned last week thought it would take at least three weeks for viewers to do their sampling, one week for each network. But some thought most viewers would do all the sampling they're going to do within the first couple of weeks.

Those who thought it would take more than three weeks reasoned that the past year's viewing habits would carry over into the new season and that sampling would be done more leisurely and slowly than was the case when the networks had different introductory dates.

Thus estimates of the time when rating reports might begin to be truly indicative of the outcome ranged from late September and early October to as late as the latter part of November.

The Ratings ■ NBC and CBS are





SIX DAYS TO SHOWDOWN continued

ordering overnight Arbitron rating reports from the American Research Bureau for the first few weeks, as they did a year ago, and several sources suggested that these will begin to show which programs are obvious dogs and which are obvious winners by about the end of September. They agreed it would take longer to assess the probable fates of programs short of either extreme in the early audience reports.

ABC officials said they had no plans to order overnight Arbitrons, because they questioned some of the methodology used. ABC did not order the overnights last year, either.

The first A. C. Nielsen Co. reading on the new season will be available Sept. 27—but that will be no more than one small glimpse, covering only the opening night of kick-off week since Sept. 12 is the last day of the Nielsen report for the period that started Aug. 30.

Thus the first real reading from Nielsen will be in the report for the two weeks starting Sept. 13. That will be out 15 days later, on Oct. 11.

As of last week Nielsen planned to follow its normal procedure and air mail copies of that report to all three networks simultaneously from Nielsen's Chicago headquarters on Oct. 10. On some occasions, because of network competitive tensions and to avoid leaks, Nielsen officials have hand-carried the reports to New York for simultaneous delivery.

The Outlets ■ All three networks said that station clearances—especially critical during the early weeks of a new season—were running higher than ever. There were some strains and potential strains, however.

Aside from the fact that no network ever has quite as high a level of clearances as it would like, the three network-owned stations in New York faced an unusual opening-week problem. The Democratic primary to nominate a candidate for mayor of New York comes on Tuesday (Sept. 14), and in a less critical time the stations might be expected to break into early-evening programming for special coverage of the returns.

In this case, however, WABC-TV and WNBC-TV planned to defer any special

election programs until after 11 p.m., while WCBS-TV planned to report on the balloting at 10-11 p.m. in the period normally reserved for *CBS Reports*, whose new season does not begin until a week later.

There also was speculation that various political campaigns around the country would lead to new season program pre-emptions before and on Nov. 2, election day, but the consensus was that these would probably affect one network about as much as another.

Network authorities thought there was little or no chance that baseball coverage by affiliates would pose a serious pre-emption problem. In many cases, they noted, baseball is covered by independents, and in any case they doubted that baseball—even in those cities whose teams are still in contention for major-league pennants—would seriously disrupt regular programming.

The likelihood of political pre-emptions just before and on election day, however, was considered so serious by the Nielsen company that it rearranged its fall "sweep" of local markets to skip the week Oct. 28 through Nov. 3 entirely. The local-market measurements will be made during the periods Oct. 14-27 and Nov. 4-17.

ARB's nationwide sweep is scheduled Nov. 3-23 and this is the one, according to ARB officials, that will provide the real determinant on the three-network race.

In addition to its overnight reports on special order, ARB also plans two other surveys during the introductory period—Sept. 15-Oct. 5 in the top 11 markets, and Oct. 13-26 in the top 27.

The Hoopla ■ The most impressive clue to the importance the networks attach to a strong getaway in the 1965-66 race may be found in their record-breaking advertising, promotion and publicity campaigns, launched in July.

The details, kept under tight security for competitive reasons until the premiere week was almost at hand, were beginning to come to light last week. ABC-TV officials were still guarded in their discussions, preferring to wait until the new season is actually under way, but CBS-TV and NBC-TV authorities spoke more freely.

Here are highlights, network by network:

ABC officials said last week that a blanket order from top brass still prohibited disclosure of details, but they did not hesitate to rank their network's efforts, launched in mid-July, as "the biggest on record." One official said this year's out-of-pocket expense would reach \$1 million.

According to network sources, ABC's on-air promotion in particular has been on a level with the other networks: From the inception of the new-season campaign, ABC-TV filled whatever unsold minutes were available in the summer schedule with spot promoting the 1965-66 schedule.

No special theme characterized ABC-TV's promotion; all forms of filmed spots and announcements were used.

Affiliates received full promotional tools, including such standard items as kits, trailers, advertising aids, program information and photographs.

Radio Too ■ A feature of ABC-TV's approach is an extensive radio campaign going beyond the use of the ABC Radio network. Though details were not disclosed, it was indicated that the radio buying would encompass non-owned and non-affiliated stations as well as ABC stations. One official noted that "we are in all media—ABC's is a multiple-media campaign."

Also being supplied to stations is an ABC-produced one-hour film that includes excerpts from new programs. The film is being shown locally to community groups and advertisers.

ABC-TV is heavily involved in other aspects of new-season campaigning. Beginning tomorrow (Sept. 7), 31 stars of ABC-TV shows will be on the road for a two-week schedule of public appearances, a project described as "the most intensive in network history." The tours include 19 "premiere night" promotions that will tie in with the starting nights of 19 shows.

ABC-TV is employing several special promotions for individual shows. Highlighted in these: Teen age fashion shows in leading department stores through the country will promote *Gidget*; "female private eye" contests will be held for *Honey West*, a program about a girl detective; *The Long Hot Summer* book-marks will be distributed by libraries in



all William Faulkner books; Burl Ives folk music displays in record stores will promote *O. K. Crackerby!* in which the singer-actor performs.

Still others: Cases from the Apple Growers Association and the Citrus Growers Association will be labeled with *The Big Valley* tie-ins; a tie-in has been set with the Diaper Association based on the birth of the baby in the *Bewitched* series; bookmarks are being distributed in books promoting *The FBI* program, and schools and libraries will receive material for bulletin-board displays about the show; and *Combat* and *12 O'Clock High* will be mentioned on "tens of thousands" of recruiting posters.

Stops Out ■ Just how far in excitement and imagination the promotion will go may be indicated by ABC's observation that "locally, station promotion managers have scheduled everything from contests to wild west shows to stimulated invasions using National Guard troops complete with jets and tanks."

Working closely in the exploitation area are Sid Mesibov, ABC's director of exploitation, assisted by Leo Pillott in New York and Jerry Zigmond in Hollywood. The extensive publicity campaign supplying newspaper, wire and photo service and magazine editors is directed by Steve Stressberg, director of press information, New York, and Ell Henry, his counterpart in Hollywood.

The CBS Exertion ■ CBS-TV has put together a far-reaching campaign, easily the most elaborate in its history and reportedly representing close to \$1 million in out-of-pocket costs—and untold millions in air time. The out-of-pocket budget is running about 10% higher than last season's.

From mid-July until the season is under way CBS-TV will use a total of 125 films in on-air promotion alone, expecting to achieve some 5.5 billion home impressions in support of its 1965-66 schedule. Then new trailers and other films will be introduced for continuing use.

Co-op allocations for print advertising by affiliates during the first few weeks of the season are up by one-third over last year's, more affiliates are taking part and a substantially larger number of newspapers will be used,

along with more extensive use of *TV Guide* than before.

The network's own new-season print advertising will kick off Sept. 12 with four pages in the *New York Times*, supplemented by similar ads placed by stations in "a large number" of other cities. The network will also buy space daily for the first two weeks of the season—full pages the first week, lesser space the second—in 15 newspapers in the five cities where CBS owns TV stations: New York, Chicago, Los Angeles, Philadelphia and St. Louis.

More Radio ■ A series of 16 one-minute radio spots created by Stan Freberg was to break on the CBS Radio network over the past weekend (Sept. 4) and is also to be used extensively on seven radio stations in New York, three in Los Angeles and on other radio stations in "virtually every major market."

The radio spots, applying the customary Freberg humor and tongue-in-

NBC WEEK SEPT. 12 TO 19

On-air network promotion at CBS-TV got arty treatment (see top of page) as circular lines continued to develop until they became show still. At NBC-TV, push was direct and bold.

cheek approach to the new-season programs, are to run for three weeks. The purchases on CBS Radio and on New York and Los Angeles stations not owned by CBS were described as straight cash buys. CBS-owned radio stations will carry the campaign in a barter arrangement giving them equivalent value in time on the associated CBS-owned TV stations. Presumably similar arrangements will be followed by CBS-TV affiliates in placing the spots on their associated radio stations. CBS officials noted that 75% of the CBS-TV affiliates have local radio associates.

CBS-TV is also giving affiliates audio promotion spots featuring the leading performers on all its programs for use on radio (and, with slides, on TV).

In addition to trailers and film spots, CBS-TV affiliates also get special footage—up to five minutes in length—to use in custom building their own on-air promotion for both the network and local schedules. Star Dick Van Dyke appears as "host" to local stars on this filmed material.

To promote its coverage of National Football League games CBS-TV also provided affiliates with a 15-minute feature on the NFL and developed a series of spots which, aiming at the male audience, feature six fashion models.

Special animated spots have been prepared to promote the *CBS Thursday Night Movies*.

In the Family ■ Theme of the entire campaign is "Hey, Look Us Over—on CBS," adapted from the Lucille Ball musical-comedy hit "Wildcat." Miss Ball's television show will be back on CBS-TV in the new season.

As of last week CBS-TV officials said 148 affiliates had indicated they would participate in the network's co-op print advertising campaign, up seven from last year, and that only four had indicated they would not. The 148 affirmative acknowledgements represented plans for ads in 724 newspapers as against 656 last year, and 110 stations had also indicated they would participate in the co-op campaign in *TV Guide*, a gain of five over last year.

The CBS-TV promotion campaign started in mid-July and was divided into three stages: The first phase ran for a month and featured nine-second trailers by designer Saul Bass plus one-minute preview trailers, all giving a glimpse of new programs. The second phase, from Aug. 15 through the first week of the new season, links the programs with the nights on which they will be seen. The third phase, from Sept. 19 on, will include new trailers and other new material, with additional promotion kits and other aids for station as well as network use.

The CBS-TV network press information department meanwhile has conducted "weekend star junkets" that, according to officials, produced more than 1,500 press interviews the largest number ever, and 709 TV or radio interviews and promos featuring CBS stars; has sent out special background stories and pictures, color prints and

SIX DAYS TO SHOWDOWN continued

other materials to editors, has scheduled special press parties, set up special screenings and receptions and has turned out special press kits, books and other materials on specific shows.

The CBS-TV advertising and promotion campaign was prepared under the direction of George Bristol, advertising director, with Mort Rubenstein, creative director of the department, and Alex Kennedy, director of audience promotion. Charles S. Steinberg, press information vice president, headed the publicity operation.

The NBC-TV Plan ■ NBC-TV got its preseason drive under way first, with on-air promotions started July 5, two weeks earlier than in previous seasons and about a week and a half before the other networks started theirs.

NBC's out-of-pocket expenses are said to be running substantially higher than last season's, with overall costs estimated at about \$1 million.

The network's on-air promotion basically consists of 10-second and one-minute promotional films, starting with the shorter version for each new nighttime program in the schedule (as well as for each "key" program returning in the new season) and building up to the longer version for each night of the week.

The record effort has been extended as well to print advertising where NBC-TV has conducted the most extensive preseason campaign yet undertaken by the network. A record number of affiliates are participating in co-op print advertising and the allocation provided by the network to affiliates for co-op was described as "up substantially." Various print campaigns were characterized as having doubled from one to two weeks in some instances, and as in the case of *TV Guide*, up from a single week last year to three weeks this year.

Color Emphasis ■ Virtually every promotional film on the network—and on NBC-owned stations and affiliates—was produced in color. Films were supplied to the owned outlets and affiliates for local campaigns to supplement the network effort.

Theme of the NBC campaign was "NBC Week (Sept. 12-19)," with the added phrase, "a week so big it takes eight nights." (NBC telecasts the Emmy awards Sept. 12, meaning that some shows in its Sunday schedule will start the new season a week later on Sept. 19). A special series of "countdown" films running about 10 seconds has been used to inject excitement—"10 weeks to go till NBC week," "nine weeks to go," etc.

During the first week of the new season NBC-TV will reel off a specially created set of promotional films that

emphasize each program's starting, and immediately after the first week another set of promotional films will be aired.

Phases of NBC's promotion are "NBC Week" teasers beginning July 5; a second phase in August pinpointing the week and the day and time of each program; a third phase consisting of a special campaign during premiere week using ID's and minutes, and finally a through-the-year promotional campaign.

The peak NBC network on-air effort is set for tonight (Sept. 6, 7:30-8 p.m. EDT) when the network will present "A Secret Agent's Dilemma," a preview starring comedian Don Adams (star of the new *Get Smart* series) and promoting the new season as a whole. The film had also been supplied to stations for local use.

Still More Radio ■ On radio, NBC has a two-phase campaign using 10-sec-

The bong is back

The three-note chime will return to NBC as a tag-end signature for all NBC-TV programs in the 1965-66 season. According to NBC officials, the decision has been made to use for the first time on television the chimes that were an NBC Radio trademark for years. They will be heard on Sept. 12 with the kickoff of the new season. Along with this sound, NBC's logo will appear visually in an animated design created by John Graham, creative director in NBC's advertising department.

ond and one-minute spots. The first phase, begun in early summer, will run through the first week of the season. These were prepared for NBC-TV affiliates and for their individual use on radio. The second wave makes use of sound effects and music themes of the new TV programs and is designed to continue through the 1965-66 season.

Liberal use is being made of NBC Radio's weekend *Monitor* service, for which at least 22 stars have taped interviews. In addition, a series of open-end interviews were recorded and fed to NBC stations for local radio broadcast.

NBC believes its Sunday advertising supplement in color, to appear Sept. 12, will achieve the biggest circulation of any it has run, estimating the circulation will total over 20 million in leading newspapers, including the *New York Times*, *New York Herald-Tribune*, *New York Journal-American*, *Washington Post*, *Chicago Tribune* and *San Fran-*

cisco Chronicle and the preview issue of *TV Guide*.

Also under the advertising department's direction, an arrangement was made with Macy's department store in New York for more than 85 of Macy's full-page advertisements in newspapers to promote NBC-TV programs and "NBC Week" from August through October. (NBC officials note that the store already has reported record color-TV set sales.) In addition, the advertising department sent an "unprecedented" volume of audience-promotion material to more than 200 NBC-TV affiliates.

NBC also has made extensive use of "over the crawls on-air" mentions (audio messages delivered over closing credits at the end of every TV program), which covered 30 shows receiving in all some 290 messages.

Star Dates ■ In New York, NBC's promotion-exploitation efforts included the bringing in of 12 program personalities for on-air appearances, 42 making personal appearances in 50 major markets across the country, 32 appearing in special series of interviews on the *Today* show, 11 stars representing five returning shows making an appearance on *Today*, and a number of other stars appearing on daytime programs originating on the West Coast.

NBC's big junket for the press this year was held in June when 35 TV editors from the top 30 Nielsen markets toured Hollywood for interviews with stars of the new programs. These will result in an estimated 400-plus interviews appearing from July through September. Another facet is the "personally yours" project in which members of NBC's press-publicity department visited 105 editors in 32 major markets, distributing promotional tools.

The full NBC effort encompasses still other tie-ins with news syndicates and a flow of information to major magazines and newspapers throughout the country and to the wire services. The strategy was so detailed as to provide a specially indexed file of 11-inch by 14-inch "generic" photos of 15 new NBC-TV series for 1965-66 shot by network photographers especially for *The New York Times* (NBC claims to be the only network so "represented" in the *Times* files). The network also serviced many of the pictures to key newspapers in 40 major markets.

The NBC-TV advertising promotion campaign was under the direction of Larry K. Grossman, vice president-advertising, NBC; John Graham, creative director, advertising, and Gerald E. Rowe, director of advertising at the network. NBC press-publicity is headed by M. S. Rukeyser Jr., vice president, press and publicity, while the promotion campaign was directed by Alexander S. Rylander, vice president, promotion.



ACCEPTANCE – SAN FRANCISCO STYLE

All 15 of the top 15 TV advertisers scheduled announcements on KTVU in 1964.* This acceptance by the largest, most research-oriented advertisers is dramatic proof of KTVU stature among sponsors and agencies.

This is one more reason why KTVU is the Nation's LEADING Independent Television Station.

*Based on January 1965 Television Magazine estimates

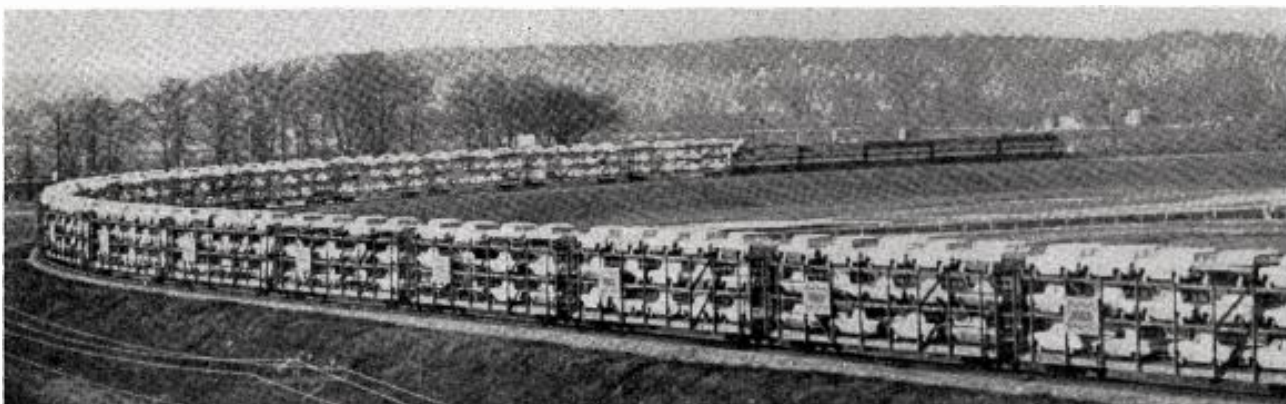


Cox Broadcasting Corporation stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton;

WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland; WII (TV), Pittsburgh.



SAN FRANCISCO • OAKLAND
Represented by H-R Television



As new models begin to move from the assembly lines . . .

Big boost in broadcast budgets

Can U.S. auto industry maintain the fantastic sales of 1965? It's out to try and is beefing up radio-TV to total that may go over \$154 million

U.S. automakers, hot from a record year in which they produced close to 9 million cars, will be spending an estimated \$154 million in radio-TV time and program costs to keep things from cooling off in the 1965-66 model year.

The traditionally heavy fourth-quarter broadcast splash for the auto companies plus allocations to television and radio throughout the year will raise broadcasting's intake from Detroit approximately 14% above last year's \$135 million figure.

The sharpest advances in media spending by automakers in the 1965-66 year will be made in spot radio and spot TV, including cooperative funds provided by manufacturers and money allocated by local dealers. Spot radio particularly should make impressive gains if current spending and planning are sound barometers.

Major auto manufacturers and their dealerships invested an estimated \$35 million in spot radio during the past model year, and indications are that at least a 20% increase is earmarked for 1965-66, raising this figure to \$42 million. The Radio Advertising Bureau reported that current spending is outstripping this pace and that the projection may be conservative.

Spot television spending during the current model year was in the vicinity of \$26 million, counting both manufacturer and dealer money. Authori-

tative estimates point to a jump of about \$5 million to a spot-TV total of \$31 million for the coming year. A prime factor in the rise is the growing number of dealerships using television. A Television Bureau of Advertising report showed that from the spring of 1964 to the spring of 1965 the number of dealerships in the top 75 markets alone jumped from 5,854 to 6,553.

Network radio is expected to maintain its current Detroit billing of about \$10 million a year.

Later Out-Dates ■ Showroom introductions of the 1966 models, for the most part bunched together in early and mid-October, later than last year, have not apparently affected the size of auto budgets but in some cases the late start may affect copy themes.

The network television season starts this weekend, a full month ahead of most showroom debuts.

NBC-TV remains top dog among the television networks in terms of automobile business. This year it will get about \$44 million from Detroit, about twice the expected new-car billings for its two network competitors combined.

ABC-TV, with a \$6 million purchase from Ford in its *FBI Story*, increases its expected U.S. auto money for 1965-66 to almost \$14 million.

CBS-TV, it is estimated, will receive \$11.9 million from American auto-

makers.

But all of these network totals could change depending on option decisions to be exercised by the auto advertisers after the fourth-quarter performances of TV shows and by distribution of further budgets allocated to television but still not placed definitely.

The Details ■ Following is a summary of broadcast plans of major auto manufacturers obtained from a variety of sources, including agencies, industry groups and the companies themselves:

General Motors Corp. may pour close to \$45 million into the broadcast media through its various automobile divisions. About \$24 million of that total will be in network television, including billings not yet firmly committed though tentatively allocated. Close to \$19 million is expected from GM in network and spot radio, and a million or more is expected to go into spot TV.

Chrysler Corp. and its three automaking divisions, spurred by increased sales and a growing market share, continue to spend heavily in radio-TV. Some broadcast billing has been put into expanded sports sponsorships on NBC-TV. Chrysler will probably spend at least \$23 million for network TV buys this new year while some \$2 million will go into TV spot, around \$1 million into network radio and over \$13 million into radio spot. The radio-spot spending could well make Chrysler the number-



The State House was built in 1795 by famous architect Charles Bulfinch, on land bought from John Hancock. Samuel Adams laid the cornerstone. This is one of the stops along the famous Boston Freedom Trail. For an 18" x 24" copy of this original watercolor by Robert Keenan, in full color without advertising, suitable for framing, write to WHDH.

Buy Boston like a Bostonian...Buy WHDH

TELEVISION: CHANNEL 5  RADIO: AM 850 KC 50,000 WATTS  FM 94.5 MC
REPRESENTED NATIONALLY BY BLAIR TELEVISION-RADIO

BROADCASTING, September 6, 1965

one buyer in that category again this year as last. A good part of this is money channeled into dealer association buys.

All Chrysler Corp. cars will be introduced Sept. 30 this year. Although no spot buys for the introduction period were reported as of last week, both Dodge and Plymouth are expected to place large radio schedules again this year. Dodge is handled by BBDO, Detroit, while Plymouth's agency is N. W. Ayer & Son, Philadelphia and New York.

Young & Rubicam, Detroit, represents Chrysler-Imperial cars and corporate advertising. A big share of the corporate buys, especially network TV, is allocated to the various car brands of all three divisions.

Chrysler's biggest and traditional network TV showcase centers on Bob Hope on NBC-TV, and the company this year will have the full-hour color *Bob Hope Chrysler Theater* and specials in the Wednesday 9-10 p.m. spot. Chrysler has renewed NCAA football on NBC-TV and on the same network has added AFL football plus the AFL championship Dec. 26 and All-Star game Jan. 15.

Chrysler also has the NCAA Rose Bowl on NBC-TV in color as well as on NBC Radio. Dodge is taking the Orange Bowl on NBC-TV plus the network's *Man from U.N.C.L.E.* while Plymouth is participating in the Tournament of Roses parade Jan. 1 on CBS-TV. Another corporate buy is the All-Star Baseball Game on NBC-TV and NBC Radio.

This fall the auto company has renewed its co-sponsorship (with Gillette) of the World Series on both NBC-TV and NBC Radio. This vehicle is especially useful for new model introductions. Chrysler Corp. continues the *Joe Garagiola Show* on NBC Radio for its customer care program.

Indicative of possible new local radio and TV money is the fact Chrysler Corp. dealer franchises have been growing at the rate of about 300 a year. The total now is about 6,500 for all three divisions. Another new source of billing is the new Chrysler boat division which earlier this year used some spot radio through Ross Roy Inc., Detroit.

Chev Revs ■ Chevrolet, a big network-TV spender through Campbell-Ewald, Detroit, has an estimated \$14 million slated for NBC-TV (*Bonanza*), \$500,000 for CBS-TV (*Perry Mason*), \$3.4 million in ABC-TV's *Bewitched* plus a \$650,000 scatter plan on the same network.

Chevrolet strategy was to look for a 100% network audience share and it found the key by blanketing the Sunday 9-10 p.m. period in those three shows. Chevrolet representatives said no spot TV is planned but a two-week introductory flight of spot radio will

be carried on 450 major-market radio stations. In network radio Chevrolet will carry weekend news on CBS and weekday news on NBC.

Buick Accelerates ■ Tight secrecy prevails over Buick's media strategy for the new car year, but it was understood that dollars spent by this GM division in broadcast would rise substantially in 1965-66. Buick, through McCann-Erickson, Detroit, comes into network television after an absence last year except for *Buick Open Golf* on Sports Network. On NBC-TV it will have a participation in *Sports in Action* for about \$500,000 and one-quarter of Sugar Bowl football for \$140,000. It has a \$500,000 buy in CBS-TV's *Sports Spectacular* and a \$500,000 purchase in ABC-TV's *Wide World of Sports*.

Buick has schedules on all four radio networks and reportedly will again commit a substantial budget to spot radio.

Pontiac Up ■ Pontiac through MacManus, John & Adams, Bloomfield Hills, Mich., will spend an estimated 10% more broadcast money this year. All of its television effort is in network: \$200,000 for sole sponsorship of the *Today* and *Tonight* shows Oct. 7 and \$1.5 million for scattered minutes in ABC-TV's nighttime schedule.

During Pontiac's introductory week spot radio will be used in 175 markets—from one to five stations per market—and three later flights, each of two-week duration, are anticipated in January, April and June. An advertising official at Pontiac said spot radio's allocation has been "substantially increased" for the new model year.

Olds Holds ■ GM's Oldsmobile division, which spent approximately \$5.5 million in broadcast last year, is expected to maintain approximately the same level for radio-TV promotion in the new model year. Television—almost all network—gets \$4 million of the total, and radio—network and spot—gets about \$1.5 million.

Oldsmobile has one-quarter of the

Miss America program on CBS-TV next weekend (Sept. 11). In the past it has used this franchise to present teaser ads on new models, but this year with a later new-model introduction date (Oct. 14), the time will be used as "mop-up" time for current models.

Olds has about \$200,000 worth of scattered minutes on NBC-TV at introduction time but its principal network TV commitment is a one-third sponsorship in *CBS Evening News*, worth a reported \$1.1 million. Subject to renewal by the GM division is participation in NBC-TV's *PGA Round of Champions* on Memorial Day.

Use of spot TV by Oldsmobile is considered "incidental" and at this point amounts to schedules set for seven markets where CBS-TV's evening news has not been cleared. Definitely set for Olds is one-quarter sponsorship of West Coast Conference basketball carried on a 20-station lineup starting in January.

Olds will use flights on all four radio networks, but its radio staple is continuing sponsorship of weekday news and sports on CBS. It plans 20 weeks of spot radio in the top 100 markets. The radio budget for Olds, doubled last year, is expected to remain at the increased level. The agency is D. P. Brother, Detroit.

Cadillac in Radio ■ Cadillac, never heavy in broadcast, appears to be holding the line with its radio spending while continuing to stay out of television. A 26-week schedule carried on the FM Market 1 network last year will not be repeated and the billing will be diverted to Cadillac's AM effort. A two-week introductory spot-radio flight is set in 150 markets on some 300 stations with two to six announcements per day on each outlet. In the past summer Cadillac used a two-month radio schedule in 150 markets and expects to do the same for its 1966 models. It's estimated Cadillac spends less than 10% of its total ad budget in its radio effort.

Ford's Budget ■ The Ford division of the Ford Motor Co. and its dealers are expected to allot an estimated \$36 million to TV and radio this coming year, an increase of about \$2 million over the past year. Network television (counting program costs) will be apportioned at about \$18 million; network radio, \$1.5 million, and the remainder divided about evenly between spot radio and spot TV, including dealer money.

Through the J. Walter Thompson Co., Detroit and New York, Ford is making hefty investments in NBC-TV's *Wonderful World of Color*; ABC-TV's *The FBI Story* and CBS-TV's NFL football games, supplemented by scatter participation in various CBS-TV programs. Ford's strategy is to concentrate its TV to reach an all-family audience.

New Ford models will be introduced the first week in October, spearheaded by saturation spot-TV radio campaigns

World Series special set

Xerox Corp., Rochester, N. Y., has assembled a lineup of 100 stations to carry its half-hour special on the World Series in early October. The agency is Papert Koenig Lois, New York.

Titled *October Madness: The World Series*, the program was produced by David L. Wopler Productions for Xerox with Gene Kelly as narrator. In Los Angeles and New York, the special will be carried on three stations at three different time periods on the same evening.

“ We must be a considerate
and constructive guest
in America’s homes or we
will not be invited back.”

JAMES D. SHOUSE

1903-1965

upon the presentation of the
Broadcast Pioneers
First Annual Mike Award To
Crosley Broadcasting Corporation
February 26, 1961



CROSLEY BROADCASTING CORPORATION, a subsidiary of **Avco**

COLOR TV NETWORK: WLW-T, Cincinnati / WLW-D, Dayton / WLW-C, Columbus / WLW-I, Indianapolis / WLW RADIO, Cincinnati / WWDC RADIO, Washington, D. C.

throughout the country in two to three week flights. Details were not available on the number of markets to be used. In addition, Ford is using NBC Radio *Monitor* newscasts throughout the year, described as a "different approach" for the auto maker in 1965-66.

L-M the Same ■ The Lincoln-Mercury division of Ford and its dealers are expected to allot approximately the same amount to broadcasting this coming year as in 1964-65, a spokesman said, but he declined to divulge the amount. Lincoln-Mercury's TV-radio budget is estimated at \$3.5 million with the lion's share in network TV. Kenyon & Eckhardt, Detroit, is the agency.

The company is buying minutes throughout the year on three network prime-time shows—*Trials of O'Brien* on CBS-TV and *Big Valley* and *12 O'Clock High* on CBS-TV—and scattered minutes on various network shows throughout 1965-66. Network TV expenditures should run to about \$1.5 million. Spot TV, primarily dealer advertising, is expected to approach \$1.3 million.

In radio, Lincoln-Mercury will utilize spot radio in a large number of major markets for four weeks during the introductory period in October. Throughout the year the auto manufacturer will use network radio with Alex Dreier newscasts on ABC and the Chet Huntley news programs on NBC.

Kaiser Dips ■ Kaiser Jeep Corp., which spent close to \$3 million in broadcast for its 1965 model effort, drops to below \$2 million this year, according to advertising manager J. E. Kenney. Kaiser has been in television since 1957 and intends to stay there, Mr. Kenney said. The company has grown increasingly conscious of the importance of color advertising with the introduction of fancier station-wagon models, and it foresees greater use of TV as color set circulation increases.

Kaiser's TV network spending this year is confined to 24 scattered minutes on CBS-TV this summer and six minutes in NBC-TV's *World Series of Golf*.

In network radio Kaiser has one-fourth of the Notre Dame schedule on ABC and three five-minute *Monitor* programs on NBC Sept. 11 and 12, introduction time. Kaiser's agency is Compton Advertising.

American Up ■ American Motors Corp., which has lost ground in sales over the past year, intends to make more extensive use of television in 1965-66 as one approach toward capturing a larger share of the auto market. In the final quarter of 1965, American Motors will spend more than \$2 million on participations in 18 network prime-time shows and full sponsorship of a one-hour color special on CBS-TV, starring Andy Griffith, on Oct. 7. The special will usher in the company's new-car introductory period.

A company official declined to discuss

American Motor's TV-radio allocations through the model year, but said results accruing from its TV splurge this fall will dictate strategy for the next nine months. Benton & Bowles is reported to be "highly TV-minded" as compared to the approach of Geyer, Morey, Ballard, the former agency, and it is conceivable that network and spot TV could reach more than \$8 million for the year, as compared to less than \$6 million for 1964-65.

More war-toy ads for Xmas

Increase noted in commercials cleared by NAB Code Authority

There are only 110 days left until Christmas and the nearness of the Yuletide season is reflected in the number of toy commercials for television that are being brought before the National Association of Broadcasters Code Authority for clearance.

The code last week listed 125 toy and game spots that have already been cleared. Of this number, 35 have been identified as integrated and nine as piggybacks.

The commercials, representing 33 toy



Peter Cardozo (c), vice president and creative director, the Burns Advertising Agency, New York, discusses product and storyboard for a G.I. Joe TV commercial with Stockton Helffrich (r), manager of NAB Code Authority's New York office, and Mark Gray, staff editor in the New York office. Code has already cleared 10 Bruns spots for Hassenfeld Bros., Central Falls, R. I.

manufacturers, show a "discernible" trend, the code notes, toward an "increase in the number of toy weapons and related war toys" that will be pushed during the holiday season. The TV code board took cognizance of the war-toy influx earlier in the year and has urged advertisers to use restraint in commercials. The code staff has been working with advertisers to avoid or reduce heavy-handed commercial treatment in this sensitive area.

In 1964, the code approved 194 commercials for 33 manufacturers; in 1963, 169 spots for 29 toy makers were cleared.

The 125 commercials showing the manufacturer, spot identification number and product advertised:

A. C. Gilbert-B65, Banshee Roller Skates; **E-EC65, Erector/Erector Constructor; MM-1, Magic Martian; PW5, Professor Wonderful; — Ride 'em Erector.
American Character—**APCD-111-65, Tressy/Cricket (with "furniture not included" slide).
Amsco-16-60 Rev., Hooper Dooper.
CO-5 Toy Co.—**AG-1-60, Aggravation/Chequers.
Deluxe Reading Corp.—BO-1-60, Baby Boo "Like Magic"; MP-5-60, Multi-Pistol 09; **SC-3-60, Suzy Cute/"Louie and the Girls"; **SC-5-60, Suzy Cute/"Mood"; SH-2-60, Super Helmet Seven; SS-8-60, Secret Sam.
Eldon-CC-60-65, Crash Cars; DS-60-65, Top Eliminator Drag Strip Set; **RR-60-65, Selectronic/Road Race; TD-60-65, Thrill Drivers; WB-60-65, Woodburning Set.
Embree Mfg. Co.—** Magic Movies/Change-a-Roo; **— Magic Movies/KoppeeFun.
Emenee Industries—Lollypop Factory; — Tiger Guitar.
Estelle Toy Co.—*E-301, Silly Sun Pix/TV Wallets; *E-302, Silly Sun Pix/Tower Tubes.
Gabriel-1965 Revised, U-2 Spy Plane.
Hassenfeld Bros.—596, Bridg-It; 598, Jimminy Jump-Ups; 601, Rub-Ons #1; 602, Rub Ons #2; **603, G.I. Joe; **604, G.I. Joe; 605, Dolly Darlings; 606, Dolly Darlings; **607, G.I. Joe; **608R, G.I. Joe.
Ideal Top Corp.—**IG-155, Crazy Clock/Mouse Trap; IG-159, Tip-It; **IG-162, Mouse Trap/Combat, Addams Family, No Time for Sergeants; **187-60R1, Pepper and Dodi; 189-60, Dodi; 192-60, Instant Animals; 208-60R1, Glamour Misty; 210-60R2, Tigerroo.
Jaymar—Fling-A-Roo.
Kenner Products Co.—**B, Bubble-Matic/Bubble Jet (30"); **BB, Bubble-Matic/Bubble Jet; **R, Jet Games (30"); T, Tuff Bubble; TT, Tuff Bubble (30"); — Pistol that shoots around the corner; — Power sub.
Kohner Bros., Inc.—*K-110, Frustration/Hi-Q; — Trouble/Flintstone Circus; — Trouble (10").
Lakeside Toys-G-65-3R, Gumby Doll; Revised, Pokey; — Barrel of Monkeys.
Mascon Toy Co.—MSF-01-65, Sticky Finger.
Mattel—**BBM-2-30R2, Bendable Barbie & Midge; **BFAS-4-30, 1965 Barbie Fashions, Spring Line; BIB-60, Bats in Your Belfry; BIB-2-30, Bats in Your Belfry No. 2; **BKC-2-60, Barbie & Ken Costumes; **CMDS-60, Cement Mixer, Dump Truck & Skip Loader; COCU-60, Color 'n Curl; COCU-2-60, Color 'n Curl; COCU-3-30, Color 'n Curl; CPC-60-R1, Creepy Crawlers; FS-2-30, Baby First Step; MTRB-60-R1, Motor Bike; PST-2-30, Power Shop Tool No. 2; SEF-60-R2, Sew-Free Costumes; SKIP-2-30R1, Skipper No. 2; **SKTR-60, Skooter Intro; **SKTR-60R1, Skooter Intro; **SKTR-2-30, Skooter Intro; SM-60, Smackeroo; SM-2-30R2, Smackeroo; VUM-60R1, Vac-U-Maker; X-15-60, X-15; X-15-2-30, X-15 No. 2; **ZMNSC-60-R2, Zero-M Night Fighter/Snapshot Camera; **ZMRPG-60-R1, Zero-M Radio-Rifle, Pen & Glasses;

The Story Of The Tallest Tower In All The World.

Or: What Every (Media) Buyer Should Know About Alma Larsen

Once upon a time on the rich farm lands of North Dakota, KTHI-TV built a tower taller than anything else in the world! The KTHI-TV tower is so big that if the Eiffel Tower were placed on top of the Pyramid of Gizeh, and then the Washington Monument were placed on the Eiffel Tower, they all three wouldn't be as high!

This is the main drag of the town in bustling North Dakota where KTHI-TV built its tower. It's called Mayville, and the important thing to know about Mayville is that it's exactly halfway between Fargo and Grand Forks. That way KTHI-TV (and only KTHI-TV) can have programs originating from both these metro areas.

This is Mrs. Alma Larsen, a housewife in the fertile fields of North Dakota. She views KTHI-TV every day and loves its contemporary, non-country style. What's more... KTHI-TV commands a first place 38% share among the prime spot dollar audience, young mothers with children under 6 years of age.* In fact, KTHI-TV reaches more women in the 18-39 age range than any of its competitors. So we'd suggest that if you have anything to say to Alma, you let KTHI-TV deliver your message. We keep in touch with her all the time.



This is a map of the rich Red River Valley of North Dakota. KTHI-TV, Channel 11, reaches every town inside the big circle. There are hundreds of them, but the two to remember are Grand Forks and Fargo. Because they're not towns—they're big cities.

KTHI—A Polaris Station, Channel 11—Fargo • Grand Forks, North Dakota. Represented by: NATIONAL TELEVISION SALES, New York • Chicago • Los Angeles • San Francisco • Atlanta.

Regionally by: HARRY S. HYETT, Minneapolis.

*March 1965 ARB sign-on to sign-off. Audience Measurement Data are estimates only subject to limitations which are available on request.

ZMSB-60-R1, Zero-M Sonic Blaster; ZMSB-60-R3, Zero-M Sonic Blaster; ZMSB-2-30, Zero-M Sonic Blaster; ZMSB-2-30R2 Zero-M Sonic Blaster; ZMWS-60R1, Zero-M Weapons Set.
Merry Manufacturing Co.-M-1, My Instant Cake Mix.

Milton Bradley-Bash-106, Bash-Bash; Date-109, Mystery Date; **DF-103, Dogfight/(Tag); FRF-108, Frantic Frogs; **GL-102, Game of Life/(Tag); GRAN-107, Camp Granada; **MB-101, Stratego/(Tag); **RAK/EM-104, Racko/Easy Money; WW-1, Where's Willie?

Multiple Toys-FF-2, Flying Floogle; RG-1, Rube Goldberg Animated Hobby Kits; RT-3, Roto Top. Norstar Corp.-*N-201, Monkey Doodles/Electro Top; *N-202, Monkey Doodles/Colorola; *N-203, Mr. Bubbles/Electro Top; *N-204, Mr. Bubbles/Colorola.

Ohio Art Co-65-1-TJ, Toe Joe Clown; 65-2-S&D,

Switch & Dump Train Set; 65-3-DDD, Draw, Draft Design Set; 65-4-AP, Arnold Palmer Golf Game.

Parker Bros. Inc.-**BT-60, Booby Trap/(Tag); **SR-60, Sorry/(Tag).

Pressman Toy Co.-**— Superman Kit/Counting Jump Rope.

Rainbow Crafts, Inc.-PL-65-C, Playnts.

Ray Plastics-651, Mark 'Em Guns.

Remco-612, Heidi; 615, Duffy's Daredevils; 616, Snugglegubun.

Sawyers's Inc.- 401-R, Tru-Vue Magic Eyes.

Wham-O-443-C, Willie No. 1; 560-A, Superball; 561-A, Superball (10"); *586-A, Slip 'n Slide/Water Wiggle; 662-A, Monster Magnet; **778-A, Monster Magnet/Willie Combo.

(*—Integrated)

(**—Piggyback)

Second quarter is spot TV's best yet

The \$273.6 million billings shatter old record set in last quarter of '64

Spot television billings—national and local combined—reached \$273.6 million in the April-June period, the highest quarter ever for spot TV.

This figure, being announced by the Television Bureau of Advertising this week, along with its quarterly list of the 100 top spenders in the spot medium, represents a 4.9% gain over the second quarter of 1964. It brings spot TV's six-month total to \$523 million. Last year's fourth quarter billing of \$272.8 million had been the previous high for any three-month reporting period.

The TVB data, compiled by N.C. Rorabaugh Co., shows the household equipment-appliances group to have made the biggest percentage gain among all product classifications over the comparable quarter last year. Spending by advertisers in this category was up 109% to \$3.2 million.

Other groups showing major gains were transportation and travel, up 19% to \$6.3 million; pet products, ahead 78% to \$6.1 million; gasoline & lubricants, \$10.7 million, up 22%; drug products ahead 17% to \$14.5 million and dental products, with a 44% gain, at \$6.9 million.

By day part, spot TV billings broke down this way for the quarter: day, \$67.4 million (24.6% of total billings); early evening, \$65.3 million (23.9%); night, \$87.8 million (32.1%) and late night, \$53.1 million (19.4%).

(Source: TVB-Rorabaugh)

Rank	Company	Expenditure
1.	Procter & Gamble	\$17,703,400
2.	General Foods	12,425,600

Rank	Company	Expenditure
3.	Colgate-Palmolive	7,780,200
4.	Coca-Cola (bottlers)	7,370,300
5.	Bristol-Myers	7,319,500
6.	Lever Bros.	7,065,200
7.	General Mills	5,873,100
8.	William Wrigley Jr.	5,126,700
9.	Pepsi Cola (bottlers)	4,282,100
10.	Continental Baking	3,831,800
11.	P. Lorillard	3,715,900
12.	Warner-Lambert Pharma.	3,534,100
13.	R. J. Reynolds	3,361,600
14.	Kellogg	3,176,500
15.	Alberto-Culver	3,041,800
16.	American Tobacco	2,513,400
17.	Jos. Schlitz Brewing	2,488,200
18.	American Home Products	2,321,400
19.	American Can	2,161,100
20.	Mars	2,157,500
21.	Pet Milk	2,138,200
22.	Corn Products	2,118,000
23.	Quaker Oats	2,010,100
24.	Standard Brands	1,987,500
25.	Ford Motor (dealers)	1,937,200
26.	Royal Crown Cola (bottlers)	1,879,900
27.	Miles Labs	1,868,400
28.	Ralston Purina	1,849,200
29.	General Motors (dealers)	1,843,600
30.	Gillette	1,778,500
31.	National Biscuit	1,722,100
32.	Philip Morris	1,700,500
33.	Chrysler Corp. (dealers)	1,661,100
34.	Anheuser-Busch	1,622,300
35.	Beech-Nut Life Savers	1,619,800
36.	Seven-Up (bottlers)	1,598,900
37.	Nestle	1,556,800
38.	Avon Products	1,504,300
39.	Johnson & Johnson	1,432,000
40.	Pabst Brewing	1,406,300
41.	Scovill Manufacturing	1,375,100
42.	Carter Products	1,365,600
43.	Shell Oil	1,357,600
44.	Sterling Drug	1,345,000
45.	National Dairy Products	1,315,500
46.	United States Rubber	1,221,400
47.	United States Steel	1,170,700
48.	Liggett & Myers	1,151,400
49.	American Airlines	1,118,300

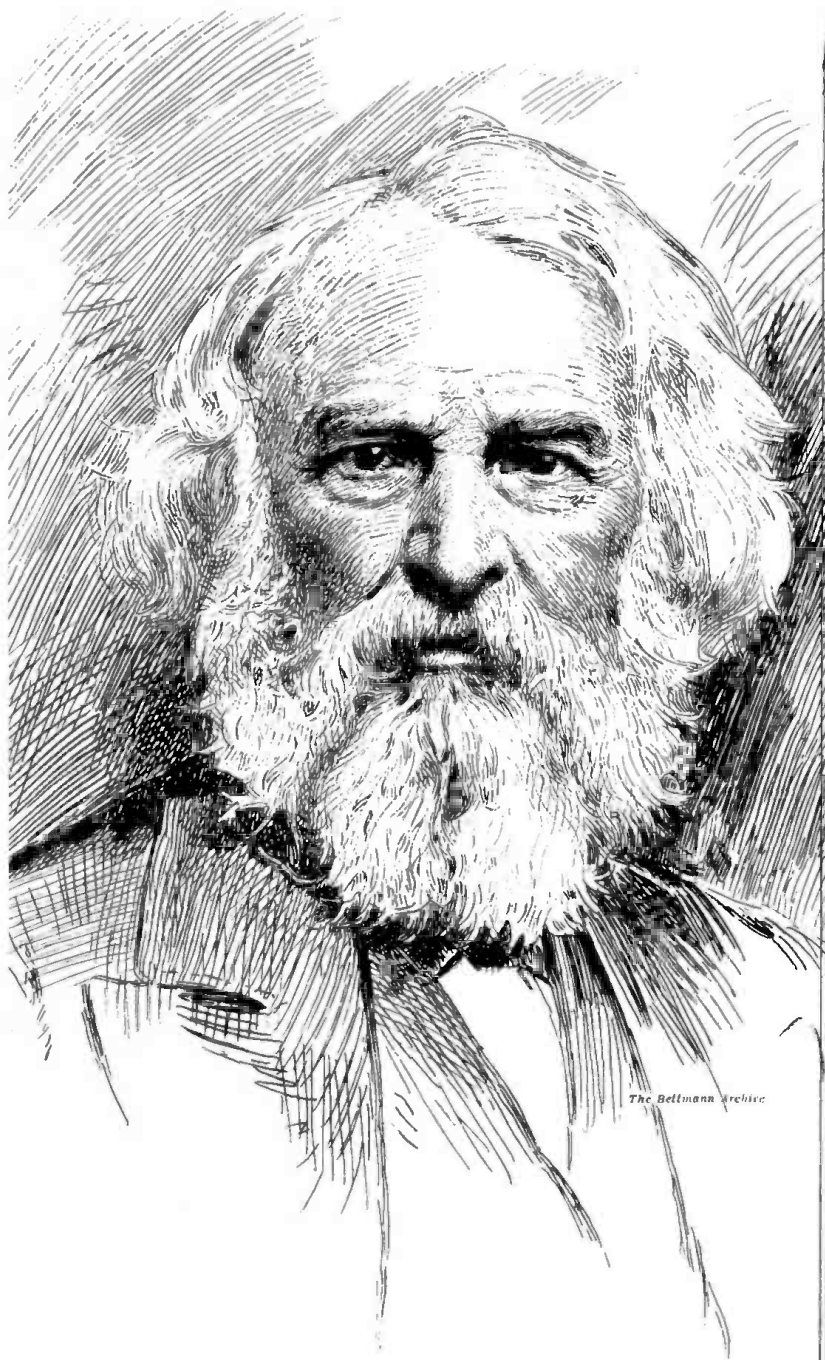
Rank	Company	Expenditure
50.	Gulf Oil	1,101,200
51.	Chesebrough-Pond's	1,084,300
52.	Revlon	1,042,100
53.	Eastern Air Lines	1,020,900
54.	Falstaff Brewing	980,800
55.	Mead Johnson	977,100
56.	Brown & Williamson	970,500
57.	American Oil	946,600
58.	Frito-Lay	942,200
59.	Associated Products	892,600
60.	H. J. Heinz	884,000
61.	Borden	876,900
62.	Canadian Breweries	825,100
63.	Shulton	791,300
64.	United Air Lines	765,700
65.	Sears Roebuck	759,000
66.	Canada Dry (bottlers)	753,000
67.	Sunbeam	749,700
68.	Theo. Hamm Brewing	748,600
69.	Olin Mathieson	740,600
70.	Standard Oil (Ohio)	709,100
71.	Celanese Corp.	692,800
72.	Hazel Bishop	679,100
73.	United Vintners	678,200
74.	C. Schmidt & Sons	674,300
75.	Wham-O Manufacturing	672,200
76.	Hills Bros. Coffee	671,800
77.	Beatrice Foods	666,000
78.	Mattel	655,200
79.	Toro Mfg.	639,200
80.	Phillips Petroleum	620,100
81.	North American Philips	610,600
82.	Rheingold Breweries	605,500
83.	U. S. Borax & Chemical Corp	603,700
84.	Foremost Dairies	596,500
85.	American Motors (dealers)	585,200
86.	Sunbeam Bakers (distributors)	583,300
87.	Welch Grape Juice	580,900
88.	Anderson Clayton & Co.	576,100
89.	Piel Bros.	573,400
90.	Campbell Soup	566,600
91.	Sun Oil	565,900
92.	Interstate Bakeries	565,000
93.	S. C. Johnson & Son	562,800
94.	Trans World Airlines	560,000
95.	Stroh Brewery	544,100
96.	Pure Oil	541,900
97.	Charles Pfizer	537,900
98.	Pearl Brewing	537,600
99.	Ideal Toy	535,400
100.	General Baking	530,400

Cold cash helps spread good word

The Rev. Dr. Carl McIntire has long been regarded as one of radio's most effective fund raisers. But his 20th Century Reformation Hour has been dropped by a Dyersburg, Tenn., station because of unpaid time bills totalling \$1,350.

WTRO said last week it stopped carrying the program in June. Counsel for the station wrote to Dr. McIntire twice last month asking for payment of the balance, which had been accumulating since Jan. 29.

Dr. McIntire, who operates through local committees in all parts of the country, said last week he had not been aware of the Dyersburg situation but would look into it. He also said that, while "summer is a tough time for raising money", he was not in any financial difficulty and had, in fact, recently added two stations to the more than 600 that now carry his program.



*"Art
is power."*

Henry Wadsworth Longfellow
1807-1882
American Poet

The power in the art
of television lies in the
ability to communicate,
and to activate emotions.
ARTISTIC ACHIEVEMENT,
forcefully presented,
is a primary goal of
Griffin-Leake management.

**GRIFFIN -
LEAKE
TV, INC.**

KATV-7, LITTLE ROCK
KTUL-TV-8, TULSA
KWTU-9, OKLAHOMA CITY



The big wheels like spot radio

Chrysler, Ford and GM are at top of RAB's list

of spot advertisers during first quarter;

top brands are Ford cars, Winstons and Plymouth

Some 250 brands produced by the 100 leading users of spot radio advertising invested \$47,680,700 in spot in the first three months of 1965.

Chrysler Corp. was the leading advertiser, but the Ford automobile was the leading brand. Three advertisers invested more than \$3 million each in spot radio during the three months, and the top 10 brands spent from \$1 million to almost \$2.3 million each.

These figures come from the Radio Advertising Bureau's first-quarter report on leading spot advertisers, being released this week. It is the first in the RAB series of estimates, started two years ago, that includes figures for brands as well as totals for the corporate advertisers (CLOSED CIRCUIT, Aug. 30).

A similar report on first-quarter network radio investments by the top 100 network users and their brands will be released within a few weeks, according to RAB President Miles David. He also said "the inevitable problems" in expanding the project from corporate totals to brand breakdowns "have been substantially solved" and that similar reports for the second quarter of 1965 will be ready in six to eight weeks.

The first-quarter spot report was described by Mr. David as "a significant step in our continuing campaign to make radio data available in more depth to advertisers and agencies. With this new list of advertiser expenditures by brand—together with our continuing reports on advertising by category—radio can be described as a completely measured medium."

Mr. David called the series of RAB reports a major undertaking that "has proven its value repeatedly, as advertisers and agencies continue to use the data to justify and increase radio expenditures, to compare the extent of their advertising against a competitor or simply as an endorsement of our medium by the size and influence of the advertisers represented."

The estimates are compiled from a cross-section of radio stations and "virtually all" of the leading national station representation firms. When actual brand spending was unreported, RAB projected final figures on the basis of available data.

RAB's estimates for the top 100 spot

advertisers and their brands in the first quarter:

TOP 100 NATIONAL-REGIONAL SPOT RADIO ADVERTISERS (BY BRANDS) FIRST QUARTER 1965		Est. Expenditure	
1. Chrysler Corp.	\$3,590,000	12. American Oil Co.	967,000
Chrysler cars	718,000	Amoco gasoline & oil	967,000
Dodge cars	1,077,000	13. American Tobacco Co.	956,000
Imperial cars	215,000	Carleton cigarettes	96,000
Plymouth cars	1,436,000	Pall Mall cigarettes	430,000
Dealer service	144,000	Pall Mall filter cigarettes	48,000
2. Ford Motor Co.	3,514,000	Tareyton cigarettes	382,000
Ford cars	2,284,000	14. American Motors Corp.	806,000
Ford trucks	35,000	Rambler cars	806,000
Lincoln & Mercury cars	703,000	15. Texaco Inc.	800,000
Dealer service	492,000	Texaco gasoline & oil	800,000
3. General Motors	3,348,000	16. Falstaff Brewing Co.	785,000
Buick cars	603,000	Falstaff beer	785,000
Cadillac cars	33,000	17. Pepsi-Cola Co. (bottlers)	764,000
Chevrolet cars	435,000	Diet Pepsi	112,000
Frigidaire	33,000	Mountain Dew	31,000
G.M.A.C.	67,000	Patio Cola	1,000
Guardian Maintenance	435,000	Pepsi-Cola	568,000
Harrison Radiator Div.	134,000	Teem	52,000
Institutional	201,000	18. National Dairy Products Corp.	735,000
"OK-Used Cars"	34,000	Breyer's ice cream	140,000
Oldsmobile cars	536,000	Kraft cheese	53,000
Pontiac cars	837,000	Kraft corn oil	9,000
4. R. J. Reynolds Tobacco Co.	2,605,000	Parkay margarine	315,000
Camel cigarettes	261,000	Sealtest dairy products	218,000
Prince Albert pipe tobacco	104,000	19. P. Lorillard Co.	719,000
Salem cigarettes	521,000	Kent cigarettes	216,000
Tempo cigarettes	26,000	Newport cigarettes	467,000
Winston cigarettes	1,693,000	Spring cigarettes	22,000
5. Anheuser-Busch Inc.	1,875,000	York cigarettes	14,000
Budweiser beer	1,145,000	20. Delta Airlines	638,000
Busch Bavarian beer	395,000	Air travel	638,000
Michelob beer	335,000	21. Equitable Life Assurance Society	605,000
6. The Coca-Cola Co. (bottlers)	1,500,000	Insurance	605,000
Coca-Cola	1,277,000	22. Northwest Orient Airlines	596,000
Sprite	63,000	Air travel	596,000
Tab	160,000	23. F & M Schaefer Brewing Co.	530,000
7. Campbell Soup Co.	1,434,000	Schaefer beer	530,000
Campbell chili con carne	146,000	24. The Nestle Co.	501,000
Campbell pork & beans	44,000	De Caf	280,000
Campbell soups	1,167,000	Keen	176,000
Campbell stews	35,000	Nescafe	20,000
Red Kettle soups	5,000	Swiss Knight cheese	25,000
V-8 Juice	37,000	25. P. Ballantine & Sons	498,000
8. American Home Products Corp.	1,218,000	Ballantine ale & beer	498,000
Anacin	268,000	26. Trans-World Airlines Inc.	487,000
Bisodol	12,000	Air travel	487,000
Dristan	47,000	27. Wm. Wrigley Jr. Co.	466,000
Preparation H	891,000	Wrigley gum	466,000
9. Carling Brewing Co.	1,190,000	28. United Air Lines Inc.	459,000
Carling ale & beer	1,190,000	Air travel	459,000
10. American Telephone & Telegraph Co.	1,170,000	29. Beneficial Finance Co.	440,000
Combined Bell System companies	1,170,000	Loans & financing	440,000
11. B.C. Remedy Co.	1,000,000	30. Liggett & Meyers Tobacco Co.	417,000
B.C. headache & neuralgia remedies	1,000,000	Chesterfield cigarettes	4,000
		Lark cigarettes	104,000
		L & M cigarettes	292,000
		Red Man snuff	17,000
		31. American Airlines Inc.	399,000
		Air travel	399,000
		32. National Biscuit Co.	398,000
		Cream of Wheat	320,000
		Milbrook bread	44,000
		Nabisco wafers	11,000
		Saltines	23,000

	Est. Expenditure
33. The Seven-Up Co. Like	\$ 395,000 95,000
34. Swift & Co. Allsweet margarine	300,000 385,000
Jewel shortening	141,000
Swift Premium meats	2,000
35. Monarch Wine Co. Maneschewitz wine	242,000 372,000
36. Humble Oil & Refining Co. Enco gasoline	337,000 13,000
Esso gasoline	237,000
Esso heating fuel	87,000
37. Colgate-Palmolive Co. Ajax	328,000 6,000
Tackle	283,000
Wash 'n Dri	2,000
Wildroot	37,000
38. Purex Corp. Campana-Cuticura products	324,000 324,000
39. Pan American World Airways Air travel	315,000 315,000
40. Warner-Lambert Pharmaceuticals Co.	304,000
Adams gum	51,000
Dentyne gum	253,000
41. Standard Brands Inc. Blue Bonnet margarine	301,000 14,000
Chase & Sanborn coffee	253,000
Fleischmann's margarine	3,000
Royal Desserts	23,000
Tenderleaf tea	8,000
42. Plough Inc. Coppertone	300,000 4,000
Creolin	7,000
Di-Gel	3,000
Mexsana	5,000
Mistol	10,000
Musterole	35,000
Penetro cough drops	7,000
St. Joseph's aspirin	226,000
St. Joseph's cough syrup	2,000
Solorcaine	1,000
43. Firestone Tire & Rubber Co. Firestone tires	282,000 282,000
44. Jos. Schlitz Brewing Co. Burgermeister beer	274,000 146,000
Old Milwaukee beer	5,000
Schlitz beer	123,000
45. National Brewing Co. Colt 45 malt liquor	270,000 242,000
National Bohemian beer	22,000
National premium beer	6,000
46. Duncan Foods Co. Admiration coffee	256,000 51,000
Butternut coffee	205,000
47. Pabst Brewing Co. Pabst Blue Ribbon beer	247,000 247,000
48. Rheingold Breweries Inc. Rheingold ale & beer	232,000 232,000
49. Pure Oil Co. Firebrand gasoline & Purcube oil	231,000 231,000
50. Eastern Air Lines Inc. Air travel	226,000 226,000
51. Shell Oil Co. Shell gasoline & oil	223,000 223,000
52. International Nickel Co. Nickel products	222,000 222,000
53. American Express Co. Credit cards	215,000 42,000
Travelers cheques	173,000
54. Household Finance Co. Loans & finance service	210,000 210,000
55. R. T. French Co. Jiffyfoam	209,000 209,000
55. M.J.B. Co. MJB coffee	209,000 209,000
57. Robert Hall Clothes Inc. Clothing	207,000 207,000
58. Castro Convertible Corp. Castro convertible furniture	203,000 203,000
59. Bristol-Myers Co.	201,000

	Est. Expenditure
Ban	\$ 3,000
Bromo Quinine	8,000
Bufferin	136,000
Clinicin	9,000
No Doz	6,000
Score	39,000
60. Peter Hand Brewing Co. Meister Brau beer	191,000 191,000
61. Standard Oil Co. (Ohio) Sohio gasoline & oil	189,000 189,000
62. Corn Products Co. Hellmann's mayonnaise	185,000 4,000
Knorr soups	133,000
Nucoa margarine	35,000
Nu Soft fabric softener	5,000
Skippy peanut butter	8,000
63. Beecham Products Inc. Brylcreem hair dressing	178,000 5,000
Maclean's tooth paste	173,000
63. Procter & Gamble Co. American Family soaps & detergents	178,000 81,000
Camay	3,000
Cheer	1,000
Crest	25,000
Crisco	3,000
Folger coffee	27,000
Tide	37,000
Zest	1,000
63. Studebaker Corp. Studebaker cars	178,000 112,000
S.T.P. additive	66,000
66. Calo Pet Foods Co. Calo pet foods	175,000 175,000
67. Prince Macaroni Mfg. Co. Prince spaghetti & macaroni	173,000 173,000
68. Continental Air Lines Inc. Air travel	170,000 170,000
68. Noxema Chemical Co. Cover Girl	170,000 97,000
Noxema cream	55,000
Noxema lotion	18,000
70. California Packing Co. Del Monte fruit juice	161,000 28,000
Del Monte fruits & vegetables	128,000
Del Monte tomato juice	5,000

Biggest-buying brands

The RAB report showed the top 10 brands and their estimated spot radio expenditures in the first quarter as follows:

1. Ford cars	\$2,284,000
2. Winston cigarettes	1,693,000
3. Plymouth	1,436,000
4. Coca-Cola	1,277,000
5. Carling ale and beer	1,190,000
6. AT&T	1,170,000
7. Campbell soup	1,167,000
8. Budweiser beer	1,145,000
9. Dodge cars	1,077,000
10. B. C. headache remedies	1,000,000

71. Continental Baking Co. County Fair bread	158,000 15,000
Daffodil bread	21,000
Hostess cake	2,000
Mortons frozen foods	37,000
Profile bread	4,000
Rite-Diet bread	1,000
Wonder bread	78,000
71. Duffy-Mott Co. Apple products	158,000 138,000
Fruit Treats	6,000

	Est. Expenditure
Sunsweet prune juice	\$ 3,000
Clapp's baby food	11,000
71. Sylvania Electric Products Inc. Lamps & flash bulbs	158,000 158,000
74. Northeast Airlines Inc. Air travel	156,000 156,000
74. Stroh Brewing Co. Stroh's Bohemian beer	156,000 156,000
76. Kiplinger Washington Editors Inc.	144,000
"Changing Times"	144,000
77. Miller Brewing Co. Miller High Life beer	142,000 142,000
78. International Minerals & Chemical Co.	141,000
Ac'cent food seasoning	141,000
79. Pet Milk Co. Musselman's apple sauce & juice	139,000 117,000
Pet Evaporated milk	18,000
Whitman candy	4,000
80. World Tomorrow Educational	137,000 137,000
81. Sterling Drug Inc. Bayer aspirin	135,000 6,000
Campho-Phenique	38,000
Cope	1,000
D-Con	63,000
Ironized yeast	26,000
Midol	1,000
82. Good News Broadcasting Religious	133,000 133,000
82. Mars Inc. Candy	133,000 133,000
84. Braniff International Airways Air travel	129,000 129,000
84. Church & Dwight Co. Arm & Hammer baking soda	129,000 129,000
84. Revlon Inc. Revlon cosmetics	129,000 129,000
87. Richardson-Merrell Inc. Hess & Clark farm feeds	128,000 10,000
Vick's cough drops	105,000
Vick's cough syrup	13,000
88. Beech-Nut Life Savers Corp. Beech-Nut baby food	126,000 8,000
Life Savers	24,000
Pine Bros. cough drops	79,000
Tetley tea	15,000
88. Pillsbury Co. Cake mixes	126,000 24,000
Flour	40,000
Tidy House cleansers & waxes	62,000
90. Kellogg Co. Cereals	125,000 125,000
91. Blue Cross/Blue Shield Assn. Hospital & medical insurance	122,000 122,000
91. Penick & Ford Ltd. Brer Rabbit molasses & syrup	122,000 12,000
My-T-Fine puddings	110,000
93. American Machine & Foundry Co.	119,000
Bowling equipment	119,000
94. International Harvester Co. International trucks	117,000 117,000
94. Irish International Air Lines Air travel	117,000 117,000
96. Richfield Oil Co. Richfield gasoline & Richlube oil	115,000 115,000
97. McCormick & Co. McCormick tea & spices	109,000 78,000
Schilling coffee	31,000
98. Marathon Oil Co. Marathon gasoline & oil	105,000 105,000
99. Phillips Petroleum Co. Phillips "66" gasoline	104,000 104,000
100. Great Atlantic & Pacific Tea Co. A & P stores	103,000 103,000

All figures shown are gross before deduction of any discounts or agency commission.

a new venture in local live



A new concept in morning local programming... features Bill Herson... former Washington, D. C., top morning man and originator of the "Coffee With Congress" show... two hours of news, views and interviews in the studio and remote... covering life and interesting events as they happen in Central Fla.

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wftv. abc

CHANNEL 9 — ORLANDO, FLORIDA
National Rep: Blair TV

SAN FRANCISCO—

Rochester Extends Its Warmest Sympathy!

With all that culture, with all those FM stations, you still have no 24-hour continuous-concert-music station.

Rochester does.

We keep tuned to it all day long—love its broad, uncompromising repertoire. The National Music Council unanimously selected it for the Council's first annual citation for excellence in FM programming.

Sorry you have nothing quite like it. But, then, Rochester always has been a city of great sophistication and culture.

Come visit us some time.



WBBF-FM • ROCHESTER, N. Y.

Business briefly . . .

RCA will back a new line of "solid state" tape recorders with a \$1 million advertising and sales promotion campaign, scheduling TV commercials on Walt Disney's *Wonderful World of Color*, National Collegiate Athletic Association and American Football League football telecasts along with other NBC-TV shows, according to Bryce S. Durrant, president of RCA sales. The 1966 line of nine models, four cartridge and five capstan-drive reel-to-reel recorders, will cost from \$49.95 to \$229.95.

The American Tobacco Co., New York, through Gardner Advertising, St. Louis, will use spot TV in major markets west of St. Louis to advertise its new Tipton tipped cigars beginning in mid-September and continuing through the fall.

Campbell Soup Co., Camden, N. J., through BBDO, New York, will begin in mid-October an extensive radio-TV introductory campaign for its new Chicken and Stars, and Bisque of Tomato soups. Daytime participations have been scheduled on all three TV networks, along with prime-time participations in ABC-TV's *Donna Reed Show*, *Gidget* and *Jimmy Dean Show*. Campbell will also use network and spot radio in addition to TV spots on local children's programs.

Milk Products Division of Pet Milk Co. through Gardner Advertising Co., both St. Louis, which has been test-marketing Big Shot chocolate-flavored syrup expands to national distribution with spot TV Sept. 20 in new major markets in addition to renewing spot TV in cities used for test.

Eastman Kodak Co., Rochester, N. Y., through J. Walter Thompson Co., New York, will sponsor live, color telecast of the 38th annual awards of the Academy of Motion Picture Arts and Sciences on ABC-TV (April 18, 10 p.m. EST).

The Testor Corp., Rockford, Ill., through Bronner & Hass, Chicago, will enter network radio for the first time with a 26-week schedule on CBS Radio's *Arthur Godfrey Time* (Mon.-Fri., 9:10-10 a.m. EDT), beginning Sept. 13. Testor will advertise its Pla brush-on enamel and Spray-Pla spray paints.

Chunky Candy Corp., through J. Walter Thompson Co., both New York, will invest close to \$1 million in network and spot TV over the coming season, a gain of 40% in TV spending over the last year. Chunky will participate in ABC-TV's daytime programs, *Discovery*, *Where the Action Is* and *Beany and Cecil*, and will also run a heavy spot campaign in 51 major markets.

Liberty Mutual Insurance Co., Boston,

through BBDO, New York, has renewed sponsorship of *Gadabout Gaddis: The Flying Fisherman* half-hour color TV series in 50 major markets and of the *American Sportsman* series of color specials on ABC-TV. Liberty Mutual will be a major sponsor in six *Sportsman* programs and a minor advertiser in five.

Also in advertising . . .

French commercials, anyone? ■ RTV International, New York, has been named to serve as U. S. sales and promotion representative for Les Cineastes Associes, Paris, producer of TV film commercials. RTV International has headquarters at 405 Park Avenue, New York.

Moved ■ VideoReCord has moved its offices to 630 Ninth Avenue, New York 10036, it was announced last week. The TV monitoring service is located on the 10th floor. Phone: 586-1030.

New Studios ■ New film and recording studios for Trans Radio Productions Inc., Boston, are under construction at 1031 Commonwealth Avenue and are expected to be in operation in September. Trans Radio, which specializes in commercials, industrial films, filmstrips and recordings, is now located at 683 Boylston Street.

New TV ad producer ■ A new television film production company, Savage-Friedman Inc., New York, has been formed by Lee Savage, former vice president and creative director and Harold Friedman, former executive producer, of Elektra Films, New York. The company, which specializes in the production of television commercials, is located at 45 West 45th Street, New York. Telephone: JU-6-2080.

Older Americans ■ The Bureau of the Census has issued map number 7 in its GE-50 U. S. maps series. Entitled, "Older Americans in the United States, By Countries: 1960," this full color map can be purchased for 50 cents by writing to the Superintendent of Documents, U. S. Government Printing Office, Washington 20402, or any Department of Commerce field office.

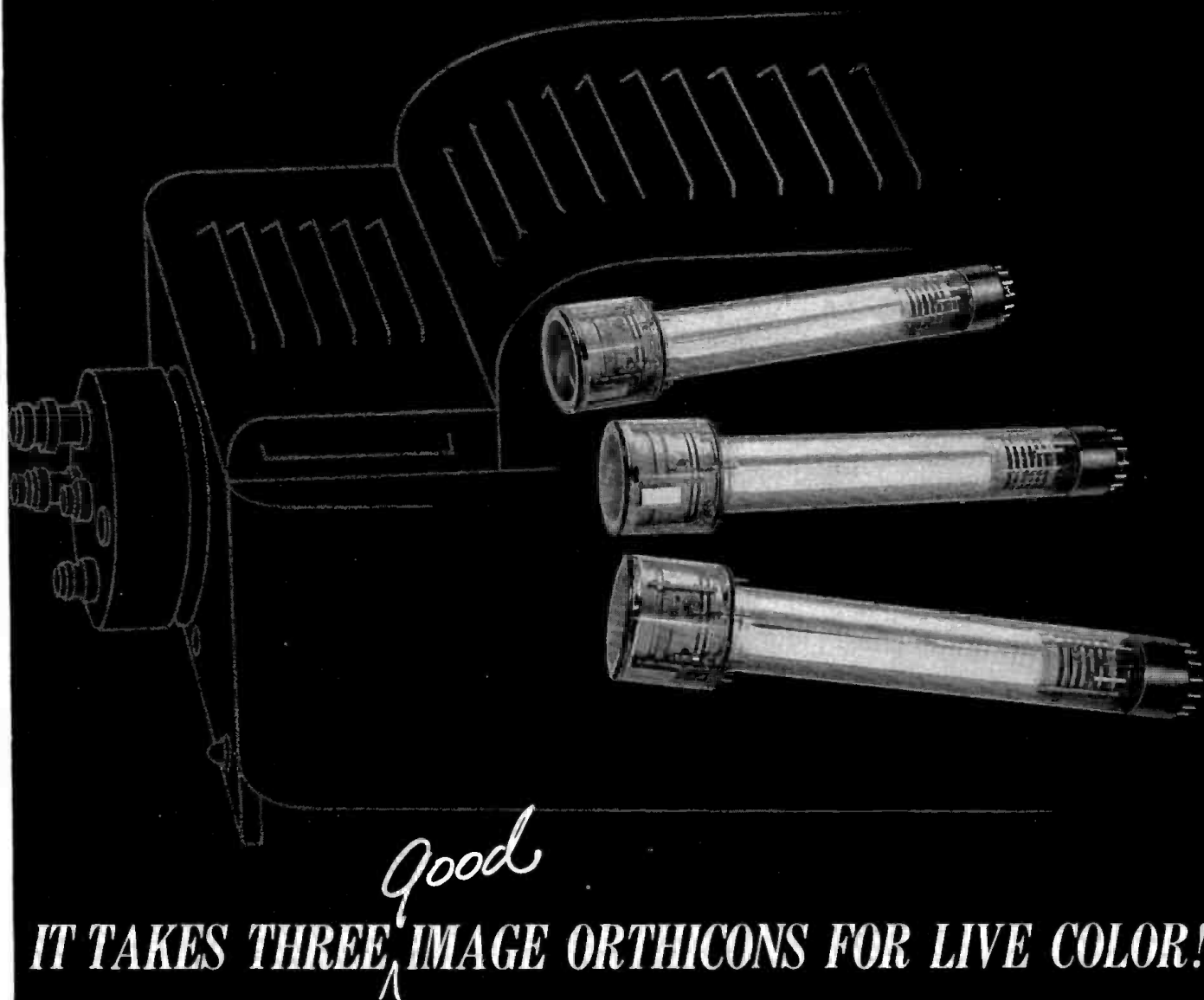
Rep. appointments . . .

■ **WIRL-TV** (formerly WTVH-TV) Peoria, Ill.: Peters, Griffin, Woodward, New York.

■ **KODA-AM-FM** Houston: Avery-Knodel, New York.

■ **KHVV** Honolulu: Paul H. Raymer Co., New York.

■ **WJRZ** Newark, N. J.: Adam Young Inc., New York.



Whether you're buying a single Image Orthicon—or a factory-matched set—RCA's tube-to-tube uniformity helps you attain "balanced" color-channel performance. Every major performance characteristic of RCA Image Orthicons for color is quality-controlled by rigid production standards. Precision construction of RCA Image Orthicons for color means that all tube parts are manufactured with precision, spaced with

precision, and aligned with precision. Result...you get exceptional tube-to-tube uniformity of:

- Amplitude response • Registration capability • Resolution • Sensitivity • Signal-to-noise ratio.

And, if you're buying matched sets, your tubes are carefully matched for:

- Background • Grey scale • Highlight signal • Sensitivity for each color channel requirement.

AVAILABLE FROM YOUR RCA BROADCAST TUBE DISTRIBUTOR

RCA'S IMAGE ORTHICONS FOR COLOR					
Type	Light Levels	Field Mesh	Precision Construction	Matched Sets	Targets
4415 4416	Black and White	Yes	Yes	Yes	Glass
7513	High	Yes	Yes	7513/V1	Glass
7513/L	High	Yes	Yes	Yes	Non-stick
8092A	Low	Yes	Yes		Thin-film

Complete information on the RCA Camera Tube line is available from your local RCA Broadcast Tube distributor ... ask him for booklet CAM-600.

RCA ELECTRONIC COMPONENTS AND DEVICES, HARRISON, N. J.



The Most Trusted Name in Electronics



Campbell-Ewald's new three-member media strategy board meets in agency's computer room: (l-r) Hugh L. Lucas, vice president and associate

media director; Arthur A. Porter, senior vice president-director of media, and Jerry M. Moynihan, vice president and associate media director.

New setup at Campbell-Ewald

**Personnel and duties
reassigned to tie in with
hot computer system**

Campbell-Ewald Co., Detroit, began last week a reorganization of media planning and buying functions to take advantage of new computer facilities.

The shift in general is to all-media people assigned to specific accounts rather than single-medium specialists ranging in work for many clients.

All media and broadcast programming activities of the agency are being merged, it was announced by Thomas B. Adams, Campbell-Ewald president, and they are being placed under the direction of Arthur A. Porter, senior vice president.

Two vice presidents, Hugh L. Lucas and J. M. Moynihan, have been promoted to associate media directors and they with Mr. Porter will make up a three-man media strategy board. This board will be responsible for final approval of all media recommendations before presentation to clients.

The Planners ■ The new media organization provides for a media planning section with six media planners. Each planner has designated media responsibilities for specific Campbell-Ewald accounts and will report to the associate media directors. The planners

will not be involved in actual buying of time or space stemming from their planning.

Placement of the media purchase orders will continue to be a principal function of the media department and its timebuyers and space buyers in the traditional manner at least for the present, it was explained. Media representatives will continue to contact the buyers as before but presentations by organizations like Radio Advertising Bureau or Television Bureau of Advertising would be made to the new media planners.

Three of the six media planners are James O. Beavers, John E. Bowen and Abbott Davis. They will be assigned to the Chevrolet account, the agency's biggest broadcast advertiser. The other three new media planners are William H. Kennedy, John J. Passmore and John D. Varnier. They will be assigned to other accounts, many of which also are important users of television and radio.

Mr. Porter joined Campbell-Ewald in June to become the agency's chief media executive succeeding Carl Georgi Jr., vice president and media director, who retired last Wednesday (BROADCASTING, Aug. 30). Mr. Georgi has been involved in the plans for the media department reorganization during the past year since delivery of Campbell-Ewald's latest computer.

This is a Burroughs B-283, known as a double memory tape system. Before this machine was installed, Campbell-Ewald for several years used an IBM data processing system. Burroughs is a Campbell-Ewald account.

Mr. Porter noted that a wealth of analytical data has been programed into the computer system and said "the ve-

locity with which we can compare various alternative media patterns has been stepped up almost beyond belief by the use of the computer."

New Address ■ Over this past weekend Campbell-Ewald's entire media department was to begin a move from agency headquarters in the General Motors Building to newly modernized offices in the Boulevard Center Building (formerly the Stephenson Building). The media department there will have 20,000 square feet covering two- and one-half floors.

Mr. Porter for about 10 years had been with J. Walter Thompson Co. in New York as media director and for a similar period earlier had been a media executive with Leo Burnett Co., Chicago. Both of these agencies also have what is known as vertical media operation, Mr. Porter said, with assignments by account rather than medium.

"The obvious purpose for the new strengthened media department is to provide the best possible media plans for Campbell-Ewald clients," Mr. Porter said. "Good media thinking," he continued, "stems from people who are basically talented advertising people, who can apply their capabilities right across the board of the total advertising spectrum—television, radio, newspaper, magazines, outdoor and so forth."

The media planners, he explained, will be representatives of the media department but attached to various account teams. "They will be responsible for all media plans and recommendations," he said, "but will be totally freed from the buying mechanics resulting from media decisions."

A media recommendation is the bridge that is formed between the advertising message about a product and the people who are the best prospects for that product, Mr. Porter said. The media planners as members of the account teams "will be thoroughly familiar with the marketing targets and copy objectives of any account," he said, and "once these are clearly established the media plans can take shape logically and intelligently."

General Telephone buys 10 CBS News specials

A total of 25 one-hour periods to be filled by CBS News on CBS-TV in the Tuesday, 10-11 p.m. EST period for the new season has been sold to advertisers, practically closing out availabilities for that hour.

This point was reached last week with the signing by CBS-TV of the General Telephone & Electronics Corp., New York, for 10 one-hour news specials to be shown in 1966. CBS said that the contract represents GTEC's first corporate use of network TV and

that the programing will be in the "cultural-social-scientific sphere."

Two months ago, CBS-TV announced that International Business Machines in its first corporate use of any television had signed for 15 one-hour programs produced by CBS News to be scheduled in the Tuesday period on an alternate-week basis. It had been estimated that the IBM contract represented a \$5 million commitment (BROADCASTING, July 12).

The General Telephone buy was made through Tatham-Laird & Kudner, New York.

Harder rules on naming names

Code gives go-slow sign to commercials that unfairly refer to competition

A tightening of television code restrictions against commercials that disparage competitors has been proposed by Howard Bell, director of the National Association of Broadcasters Code Authority. Making no reference to any particular product, commercial or campaign, he said the "present standard needs strengthening in the area of claims performance. Some disparagement today is really dealing unfairly with the competitor, but not really untrue."

The new-language proposal came in the same week that the code told Tilds & Cantz, Los Angeles agency, that its spots for Autowest Inc., Renault distributor in nine western states had to be revised. Mr. Bell said the code's specific objections to the TV spots, which are being run on eight West Coast stations, would not be made public pending action by the agency.

Two Los Angeles stations, KABC-TV, ABC-owned, and KNXT(TV), CBS-owned, turned down the spots which compare Renault with Volkswagen under the theme: "Renault can run circles around the next car in its class. If you have the slightest doubt, make us prove it." The spots show a Renault driving in circles around a parked Volkswagen.

Ray Beindorf, general sales manager of KNXT, said "we have no categorical objection to comparing products, but we do object to the way this comparison was done."

Naming Names ■ Mr. Bell said there is "a growing trend today toward naming of competitors. It's becoming the vogue in advertising." The traditional line of disparagement, he said, was

based on whether the commercial was "deceptive, untrue or misleading."

But, he added, "I think you can disparage the competition by placing them in awkward, embarrassing or unfavorable light in commercials."

The current code ruling on unfair commercials says: "Advertising copy should contain no claims dealing unfairly with competitors, competing products, or other industries, professions or institutions."

Using related material facts to reach a logical conclusion is one thing, the code director said. But to take a series of facts, although conclusive, and come up with a general conclusion that is not relative, isn't good advertising, he added.

Mr. Bell said advertisers and agencies should be concerned about negative selling which "tends to discredit advertising, weakens the public's respect for advertising and rather than sell on merits has the advertiser knocking the competition." He said he hopes to discuss this problem, among other subjects, in meetings this fall with representatives of the American Association of Advertising Agencies and the Association of National Advertisers.

Renault Case ■ The Tilds & Cantz spots, part of an all-media campaign centered on the Renault-Volkswagen comparison, have been accepted and are being carried on KTLA(TV), KHJ-TV, KCOP(TV) and KTTV(TV), all Los Angeles; KING-TV and KIRO-TV, both Seattle; KFMB-TV San Diego, and XETV(TV) Tijuana-San Diego.

Marvin Cantz, president of the agency, in letters to KABC-TV and KNXT, said he thinks the "real objection" by the stations is not that the spots are "disparaging," but "may stem from our tactics, which openly and 'brazenly' challenge Volkswagen in a show-down between the two cars."

"I submit," he continued, "that there is nothing improper about this practice which will surely become increasingly popular. 'Brand X' is being abandoned as the perennial target of competing advertisers."

As another example, Mr. Cantz pointed to a current campaign by Gillette in which "it identifies and displays Schick, Personna and Wilkinson Sword blades. And it promises more shaves per blade than any of Gillette's clearly identified competitors."

Mr. Cantz said the campaign had been checked by the agency's attorney, Myron Emery, prior to its start. He quoted Mr. Emery as saying the campaign "is a venture into a new field and is setting the cornerstone for advertising that is both honest and real, both practically and conceptually. Generally, as long as the statements are true and can be substantiated, we do not fall within the area of disparagement, unfair competition or false advertising."

The code director said he intends to

propose stronger language than the existing rule now has for approval of the television code board at its winter meeting, which is now tentatively scheduled for mid-December. He said the problem, although existing in radio, was not as severe there and he had no plans for radio code changes.

Computers used on rating data analysis

ABC-owned radio stations WABC New York and WLS Chicago have replaced desk calculators with a computer program for analyzing rating reports in their markets.

General Electric Information Processing Center in Chicago with WLS developed a system which can prepare a 229-page analysis of coverage and demographic information from each Pulse market report, according to WABC.

Comparative information for each station in the market for every possible combination of time periods measured by Pulse is available with the system, according to officials.

One section of each computer breakout covers ratings, share and reach, while a second gives station audience data in terms of men, women, children, teens, adults and all persons. Day-by-day and cumulative audience patterns are included.

The ABC stations say they are using the rating information internally and providing it to media buyers and to agencies not having their own computer services.

TV is primary medium for 83 advertisers

The reason TV emerged as the first medium in 1964 by the top 100 national advertisers is detailed in Television Bureau of Advertising's "TV Basics No. 8" (CLOSED CIRCUIT, Aug. 16), being released today (Sept. 6).

The data in TVB's folder list network TV spending at \$922.3 million or 36.3% and spot TV at \$614.7 million or 24.2% of a total \$2.5 billion invested in all media. Figures reveal that 83 advertisers used TV as a basic medium, 63 spent 50% or more of their dollars in TV, and 24 invested in excess of \$20 million each.

Holding the largest TV share at 98% was Consolidated Cigar Corp., while Procter & Gamble ranked first for total TV spending with 92.7% of its expenditures in the medium.

Color commercials were used by 48 advertisers last year, TVB said. Color TV programing in turn, showed a jump of from 560 hours in 1956 to 2,300 last year.

Yankees to join network series

But ABC-TV still wonders whether it can make a buck on national ball Saturdays

CBS's New York Yankees, sixth in the American League but first on the screens of large numbers of viewers, have agreed to join in national Saturday telecasts, putting new life in baseball's first collective TV package. The national games suffered sorely this year for want of audience.

The Saturday baseball plan is still beset by problems. ABC-TV, which has carried the national games this year, paying \$5.4 million to baseball in rights—\$300,000 per participating team—is believed to have lost well over \$1 million in the process.

Last month ABC indicated that its carrying of the Saturday telecasts next year was doubtful unless certain difficulties could be overcome (BROADCASTING, Aug. 23).

One problem has been competition for audience with *Game of the Week* telecasts of the Yankees. Although the ABC-TV package has brought games into all major markets and the Yankee telecasts on CBS-TV were blacked out of major league cities, still the Yankee games on some Saturdays drew a larger rating than the national package.

In entering the collective plan, the Yankees, who made \$500,000 this year in rights for *Game of the Week*, will be giving up these revenues and receiving \$325,000 as their share of the rights money stipulated by baseball for the second year of its contact with ABC-TV.

Local Conflicts ■ Although the Saturday plan has brought games into all markets, these games have never involved telecasts of teams into their own home territories. This was to protect local sponsors of ball teams from competition with the national game sponsors.

This condition still remains. Perry Smith, director of broadcast for the Yankees, said the team's participation in the national program was conditioned on compliance with all of the provisions in the current contract with ABC-TV, including continued observance of each team's exclusive rights in its home territory.

Roone Arledge, vice president, ABC-

TV sports, said he had informed John E. Fetzer, broadcaster and chairman of the major league baseball committee, of the problems still facing ABC's participation in the plan next year. He did so, he said, in a letter that also touched on possible remedies to the situation.

Presumably Mr. Arledge feels that even without Yankee competition, further changes are necessary to make the national game a paying proposition.

It has been suggested that the baseball teams no longer present themselves locally in Saturday afternoon telecasts. It is questionable whether ball clubs would agree to such a change.

Another Network? ■ There have been indications that if ABC-TV decides not to exercise its renewal option—it has until Oct. 8 to do so—baseball would seek another network to carry the Saturday games.

Bill McPhail, vice president for sports at CBS-TV, said CBS would "take a look at it," if baseball came to the network with the package, but also said it is "extremely high priced," something ABC-TV has already discovered, under present circumstances.

NBC-TV did not comment on the possibility of its interest in the games.

One suggestion that ABC-TV apparently favored was to move the games from Saturday afternoon to Saturday night, when there would be no other baseball competition. But this would prevent participating teams from playing double headers on following Sundays and would probably be rejected for that reason.

Mr. Arledge indicated that the remaining games in the Saturday package would involve teams in contention for pennants in their respective leagues and would be likely to attract larger audiences than telecasts of the same teams earlier in the season. Asked whether the package might fare better if

presented only in the last half of the season when games of maximum interest could be selected, Mr. Arledge said this possibility was being considered.

"Baseball can't have it both ways," he said. "It won't succeed by being in competition with itself."

If problems are ironed out of the plan for next season, the Philadelphia Phillies might be the only non-participating team in the major leagues. Mr. Arledge said there is still hope the Phillies might join, but other observers saw no change in that team's situation which prevented it from joining the national telecasts this year—an outstanding sponsor obligation to the Atlantic Refining Co.

Pro ball wants CATV controls

AFL, NFL and baseball ask for copyright protection of local live gates

Spokesmen for professional sports last week told a House Judiciary subcommittee that uncontrolled community antenna television activity is extremely detrimental to their financial well being.

The commissioners of the two major professional football leagues, and a spokesman for professional baseball appeared in the final week of subcommittee hearings on revision of the copyright laws (BROADCASTING, May 31, et seq.).

Joe Foss, commissioner of the American Football League, said that to protect a live gate, the league's by-laws prohibit the telecasting of a game of one team into the territory of another team, when the second team is playing at home. He said the professional sports bill of 1961 and a Pennsylvania district court's 1953 decision had upheld the right of a team to "black out" television coverage of a game while it is playing at home.

But, Mr. Foss said, CATV is now placing this protection in jeopardy because of the growth and expansion of the systems.

He cited CATV advertisements carried in the *Buffalo* (N. Y.) *Courier Express* which, he said, use as their main draw for subscribers, the statement that they can provide the blacked-out coverage of professional sports events which cannot be received without the CATV hookup.

Mr. Foss said the AFL has no comment on the CATV's which relay their

Unisphere to list slate

The Unisphere Broadcasting System, which is a proposed fourth network of UHF-TV stations (BROADCASTING, Aug. 24), will disclose its program line-up at a Sept. 24 news conference in New York. Vic Piano, chairman of the board at UBS, said last week the affiliate list now stands at 32 and added that the organization already has scheduled 11½ hours of prime nighttime programs and 20 hours of daytime. A starting date for on-the-air telecasting has not been announced.

12

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- 8.** Designed for automatic operation.
- 9.** Loading control of power output.
- 10.** Automatic tuning of PA.
- 11.** Variable vacuum capacitors in tuning and loading.
- 12.** All components accessible; easy maintenance.

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signals to households in rural areas where the reception, normally, may be inadequate. But he maintained the league will suffer and the game attendance will dwindle if CATV's are allowed to operate inside the blacked-out areas.

He told the subcommittee that in all but one of the league's eight cities, Kansas City, Mo., he was certain that CATV's have franchises within a 50-mile radius of the teams. The other cities are Houston; New York; Buffalo, N. Y.; San Diego; Boston; Denver, and Oakland, Calif.

Mr. Foss also related the difficulty of assuring the television networks that they have the exclusive rights to a particular game when CATV's can pull the game out of the air for their own use.

AFL-NFL Agree ■ Both he and National Football League Commissioner Pete Rozelle agreed that the leagues' teams would suffer if the television network contracts were not protected, as the leagues depend on the revenues from television for their survival.

Mr. Rozelle said professional football "does not want to follow the path of professional boxing—with teams playing in comparatively empty arenas with national television audiences."

He noted the congressional action on the professional sports bill which prohibits telecasting a professional football game that would compete with a high school game played on a Friday night or Saturday (see story this page), and asked how the league could meet the directive when a CATV could bring a distant NFL telecast into a local area where college games are being played?

He suggested that the copyright laws be extended to coverage of live sports events which are recorded simultaneously with their original transmission, and that, for all intents and purposes, the laws covering motion pictures be granted also to professional sports.

Paul A. Porter of the Washington law firm of Arnold, Fortas & Porter, appeared for the commissioner of baseball, Ford Frick.

Phony Standard ■ Mr. Porter pointed out that for copyright protection to be granted to a taped or rebroadcast of a sports program, and not to cover the live coverage of the same event, is an "artificial and economically meaningless distinction that should be rejected." And he asked copyright protection be extended to cover CATV's retransmission of live sports broadcasts.

He said that if TV rights are not protected under copyright law, the values of the rights to teams will decrease appreciably.

Mr. Porter pointed out that some baseball teams have decided against televising their home games to protect the live gate, and he gave the Washington Senators as an example.

(Washington Senators did, in fact,

telecast 11 home games and 24 road games over WTOP-TV, that city, this season.)

Mr. Porter also said that unregulated use of CATV to carry major league baseball could "decimate minor league gate attendance" and that organized baseball would be unable to curb the action.

CATV still unsettled copyright problem

With the close of the House Judiciary Committee's prolonged copyright hearing last week, the investigating subcommittee heard Committee Chairman Emanuel Celler (D-N.Y.) and Register of Copyrights Abraham L. Kaminstein comment on various points of the proceedings.

Admitting that copyright revision is necessary, the congressman said that many points of disagreement among such factors as educational television, juke boxes and community antenna television must be reconciled. He suggested that the subcommittee hold closed-door sessions with representatives of these groups and try to settle the differences.

He also said he feels there is no basis for the exemption of CATV from copyright fees but bringing the systems under the copyright laws will be difficult.

Mr. Kaminstein reported that the requests by the educational broadcasters for freedom in broadcasting any recorded programs for which the "performers, promoters or organizers" had been paid originally, are too broad and should be resolved.

He told the subcommittee "it would be most unfortunate if Congress were to deny to copyright owners any rights against CATV systems because of the difficulties in working out the various practical problems. But the problems remain and they are large."

Further, he said difficulties of advance clearances should be recognized in relation to CATV and the broadcaster, and that this had been reinforced by the extensive testimony heard on both sides of the issue. This, he pointed out, suggests that solutions might be sought through a special provision limiting or remitting liability for CATV uses under certain conditions.

As far as "ephemeral recordings" are concerned, he said, in response to separate demands from educational and commercial broadcasters, the section will probably have to be revised.

He also said that the U.S. should adopt a provision, such as is common in foreign copyright laws, giving broadcasters a limited privilege of recording their own programs.

Sports bill moves from Senate to House

The Senate last week passed the professional team sports bill (S. 950) which would extend to high schools the present protection afforded college and university football games from professional game telecasts within 75 miles of the playing site.

The bill, introduced by Philip A. Hart (D-Mich.), would prohibit any station from telecasting professional football game action into an area within 75 miles of the playing site of a high school game, if the latter had been scheduled in advance of its playing date, and if the game has been duly publicized.

Rejected by the Senate were amendments that would require that all television and radio revenues received by major league baseball be pooled and equally distributed among the teams: two amendments dealing with the bargaining rights of potential ballplayers under the so-called "drafts," and one amendment which would prohibit franchises from being moved from one section of the country to another.

The bill's main purpose is to place baseball, as well as professional football, basketball and hockey under the antitrust laws of the Federal Trade Commission, but at the same time to grant to the sports special exemptions that will allow them to operate honestly and to maintain the integrity of the games (BROADCASTING, Feb. 8).

The bill now goes to the House where it will be referred to the Judiciary Committee for further action.

CBS buys Screen Gems films for '66-67 season

Screen Gems Inc., New York, last week confirmed the purchase by CBS-TV of 20 feature films from Columbia Pictures, noting that the price was "approximately" \$8 million (BROADCASTING, Aug. 30).

Screen Gems, in reporting the sale of the features, all produced since 1961, and about half of them in color, noted that CBS earlier this year had purchased a package of 19 Columbia movies for the 1965-66 season. The new purchase is for the 1966-67 season.

Among the features purchased but not mentioned in reports of the week before: "Good Neighbor Sam," "Fail Safe," "Behold a Pale Horse" and "First Man on the Moon." Titles previously reported: "Dr. Strangelove," "The Victors," "Bye Bye Birdie," "Under the Yum Yum Tree," "Love has Many Faces," and "Die! Die! My Darling."

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One of America's Great Influence Stations
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Hot advice to Negro DJ's

'Burn, baby, burn,' the
war cry in Watts, is
endorsed by DJ newsletter

In the aftermath of last month's Negro riots in the Watts area of Los Angeles, federal and state officials last week began an investigation of a weekly "newsletter" sheet sent by a San Francisco area record shop to disk jockeys around the country, many of them Negroes.

In the Aug. 29 issue of "Your Choice of Hits," Ray Dobard, owner of the Music City Record Shop, Berkeley, Calif., calls on "All Soul Brother DJ's around the United States [to] use Magnificent Montague's [a Los Angeles DJ] tactic and help to BURN DOWN some of those other ghetto towns that should be *burnt down*. BURN BABY, BURN ! ! ! !"

Mr. Dobard, himself a Negro, wrote: "The gigantic air power of Magnificent Montague was instrumental in BURN-

ING DOWN WATTS TOWN. Note: Those of you that file and retain my newsletter editorials, please refer to my newsletter editorial dated 6/27/65 and in that editorial I predicted that Montague was going to BURN DOWN LOS ANGELES TOWN and baby, Montague did just that. All the soul brothers of Watts took command of the streets, torching same by throwing Molotov cocktails and screaming Magnificent Montague's punch line, 'BURN BABY, BURN'!! and brother they did just that and burnt down the ghetto of Watts town. . . ."

The DA's ■ The newsletter wound up in the hands of California Attorney General Thomas Lynch, who turned it over to the Alameda county district attorney, Frank Coakley, and U. S. district attorney in San Francisco, Cecil Poole. In his Aug. 27 letter to Mr. Coakley, the attorney general said "you may wish to take prosecutive action against him [Mr. Dobard]."

He said the state penal code defining arson "may afford the basis for action." Federal action may be warranted, Mr. Lynch wrote, "since his [Mr. Dobard's] conduct also is in violation of a U. S. offense of mailing obscene or crime-inciting matter."

An investigation is now being conducted by Mr. Coakley's office, and Mr. Poole said Thursday (Sept. 2) that the

FBI had a copy of the newsletter and was looking into the matter.

On Thursday, the FCC said it had received a complaint that a disk jockey for KSOL San Francisco had been using the phrase, "Burn baby, burn," between each record. The FCC said it had asked KSOL to comment on the charge.

The phrase apparently had originated with and been the personal identification of the Magnificent Montague on KGfJ Los Angeles, a Negro-oriented station. Los Angeles police told BROADCASTING they had heard the phrase but said it was not to be taken literally by anyone, including them.

Only Trying to Help ■ Arnold Schorr, general manager of KGfJ, said he had asked Montague to stop using the slogan as soon as the riots broke out. Mr. Schorr said he had asked Mr. Dobard what he was trying to do by putting such a statement in the newsletter and quotes Mr. Dobard's reply as: "I just wanted to help Montague, like I try to help all Negro disk jockeys."

Mr. Dobard said in his newsletter that he buys advertising on six Bay Area radio stations, only two of them—KDIA Oakland and KSOL — Negro-oriented. The others are KYA San Francisco, KSTN Stockton, KYOS Merced and KKIS Pittsburg.

Lewis Avery, vice president and general manager of KYA, said the spots had not touched on any racial issue and were geared either to record specials or urging talented individuals to check with Mr. Dobard for possible recording or in-person contracts.

The perils in unchecked news calls

A faked interview contrived to appear as a report from the scene of the Los Angeles riots was received by WMCA New York on the night of Aug. 14 and was broadcast, the station said last week.

The brief broadcast was questioned immediately afterward when wire service reporters checked to verify the report that Los Angeles Police Chief William H. Parker had been shot and was dead, broadcast on WMCA's *Barry Gray Show* (11 p.m.-1 a.m.).

A WMCA spokesman said last week that the station had received a phone call from a man who identified himself as "Dick Simpson of KSFO in San Francisco" and who said he had been sent to Los Angeles to cover the race riots. Another voice, said to belong to a "Wally Osser," also was used in the faked report. KSFO is owned by Golden West Broadcasters which also owns KMPC in Los Angeles. WMCA had used KMPC reports in covering the Los Angeles incidents.

The WMCA spokesman said the station customarily used the call-

back technique to confirm the source but that in this instance the caller said he had phoned from a mobile unit and could not be reached from New York. A beeper report was then set up and "Dick Simpson" was on the air, live on the *Barry Gray Show*.

According to WMCA, the broadcast sounded authentic and conveyed a feeling of the riot scene, apparently through use of sound effects. The station discovered the error when it checked with KSFO regarding the false information relating to Chief Parker. KSFO authorities said they had neither a Simpson nor an Osser in their employ.

As of last week, the matter still was in the hands of the phone company in New York. The company had traced the call to WMCA as having come from a "telephone mobile unit" in the New York City area, presumably from an automobile that was telephone-equipped. Phone officials said that a wrong registration number had been supplied when the call was made. Said WMCA: "We were cleanly hoaxed."

17 million U.S. homes tuned TV for splashdown

Television sets in more than 17 million American homes were tuned to the Gemini-Titan 5 splashdown coverage Aug. 29, according to a national Arbitron survey by the American Research Bureau, Beltsville, Md.

The survey showed that the highest percentage of viewing was between 10 and 10:30 a.m. (EDT) when 31.9% or 17,098,000 of the at-home sets were tuned to the Gemini proceedings carried by all three networks.

ARB said that at the 8:55 a.m. splashdown, 23.6% or 12,649,000 of the nation's TV sets were in use.

ARB reported that nearly 9% or two and a half million more TV homes followed the coverage of the splashdown than viewed the coverage of the blastoff Aug. 21 (BROADCASTING, Aug. 30).

Including coverage of the scrapped launching on Thursday, Aug. 19, the networks shared 19 hours of common coverage—much of it in color. During this

time span, according to Arbitron, NBC-TV attracted 48% of Gemini viewers; CBS-TV 38%, and ABC-TV 13%.

A new VIDEX system, designed by the International Telephone and Telegraph Corp. to transmit television pictures over radio and TV circuits, provided the first views of the recovery of astronauts Cooper and White by the aircraft carrier Lake Champlain in a series of rapidly transmitted still pictures.

The three TV network were estimated to have run up close to \$3 million in out-of-pocket costs for the Gemini coverage.

ABC-TV reported out-of-pocket costs of \$1.3 million and said program pre-emptions represented close to \$200,000. CBS-TV and NBC-TV could not immediately provide similar figures on their coverage.

Final touches put on RTNDA agenda

The formal agenda for the 1965 International Conference of the Radio Television News Directors Association to be held Oct. 20-23 in St. Petersburg, Fla., was announced last week by RTNDA first vice president Bob Gamble, WFBM-AM-FM-TV Indianapolis. An expanded convention program will be highlighted by sessions on newsroom management, taping techniques, severe weather reporting and color newsfilm and camera developments.

An innovation for this year's conference will be exhibits by more than 30 broadcast news equipment and products manufacturers.

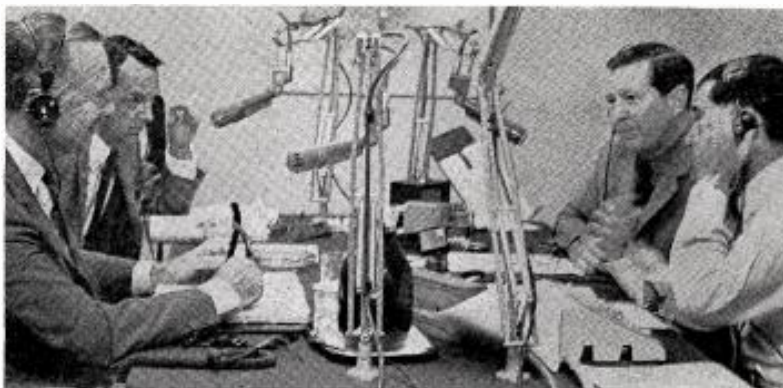
Featured speakers will be Senator Vance Hartke (D-Ind.), sponsor of measures that would repeal equal time broadcast provisions for political candidates, and Charles C. Barry, executive VP for radio-TV, Young and Rubicam, New York. Mr. Barry will speak on sponsors' evaluation of broadcast news.

A. J. Drucker, IBM, will be the principal speaker in the session on newsroom management; Sheldon Hoffman, CBS, on taping techniques, and P. H. Kutschenreuter, deputy director, U. S. Weather Bureau, on severe weather reporting.

New officers of RTNDA will be chosen at the business meeting Oct. 21; there will be two other business sessions.

Don Mozley, KCBS San Francisco, RTNDA vice president for radio, will be the moderator for the radio workshop which will concentrate on recording instruments and techniques. Bruce Dennis, WGN-TV Chicago, RTNDA vice president for TV, will moderate discus-

BROADCASTING, September 6, 1965



L to r: CBS News correspondents Walter Cronkite, Reid Collins, Douglas Edwards and producer Alvin Snyder prior to the callup broadcast.

How to find 200,000 inquisitive listeners

A special 45-minute CBS Radio program *Ask CBS Radio about Gemini 5*, in which listeners phoned in questions to CBS News correspondents Walter Cronkite, Dallas Townsend and Reid Collins about various aspects of GT 5, drew an estimated 200,000 calls from all over the country, it was reported by CBS last week. The program was broadcast Saturday, Aug. 28, 12:15 to 1 p.m., EDT.

CBS said that the telephone company had to call in over 1,000 technicians and engineers on overtime to man equipment needed to route the flow of calls which poured in. Calls in the mountain time zone were reportedly "paralyzed" 30 minutes after the start of the broadcast,

with the result that CBS was asked by the phone company to request listeners to make no more calls.

During the past week, officials of CBS and the telephone company met to discuss logistics problems before attempting another program of this type. According to Lee Hanna, director of news for CBS Radio, the phone company asked CBS to consider, among other things, adding 50 extra telephone operators for future broadcasts; placing separate producers in each time zone, and providing automatic answering devices that would inform callers when lines were tied up. He said the network was working on these requests along with other ideas for future telephone-call programs.

sions on the color newsfilm and 8mm movie camera developments.

Details of the convention agenda will be listed in the September issue of the RTNDA Bulletin.

Newsmen told to dig for government news

In a speech before the Arkansas Broadcasters Association at Little Rock, Elbert J. Haling, assistant to the director, U. S. Public Housing Administration (southwest region) called on the broadcasting news media to be in closer contact with regional government agencies.

No respectable station needs an engraved invitation to visit a known news source, he said, yet all too often broadcasters hold aloof from such rich sub-

jects as public housing projects, Medicare and veterans' benefits. Newspapers have trained reporters specifically assigned to cover federal, state and local government news beats. Broadcasting news departments would do very well to follow this example, he added.

Citing his own agency as an example he stressed the great wealth of human interest stories alone which are available to the inquisitive reporter. The major government agencies have public information offices designed to aid the news media. However, on a regional scale the public relations facilities are less clear-cut, and reporters must cultivate knowledgeable officers within the various agencies.

The government will readily welcome their active interest, he concluded, and broadcasters, in return, will receive dividends in the form of intimate news coverage.

ETV's: vulnerable to seizure by extremists?

SENATOR RAISES QUESTION AT BARTLEY HEARING

A southern senator last week expressed concern over what he called a possibility that in the future an extremist or extremist group might seize control of an educational television station or of time on an ETV to expound one-sided views.

The senator, Ross Bass (D-Tenn.), related his concern in a hearing before the Senate Commerce Committee on the renomination of Robert T. Bartley to a third term on the FCC (see page 61).

Senator Bass told other senators at the hearing and Commissioner Bartley that the educational stations' need for money could "lead to brainwashing by people who have the money to expound these philosophies."

He wondered how much political and ideological lecturers on ETV stations could say without having the fairness doctrine invoked against them. And he asked the commissioner whether, for example, the John Birch Society could become a licensee of an ETV.

Commissioner Bartley replied that as far as he was concerned "the fairness doctrine applies to all licensees." But he told the senator that he could not say whether the Birch movement could become a licensee "unless I could see their charter" but that it definitely could not "unless they are legally, technically and financially qualified."

The FCC Word ■ Senator John O. Pastore (D-R. I.), who conducted the hearing, asked Mr. Bartley to have the general counsel of the commission supply the committee with answers on the fairness doctrine and the licensing of educational stations.

Senator Bass's statements came after Senator Warren G. Magnuson (D-Wash.), committee chairman, asked Commissioner Bartley what the government could do when an ETV "runs into hard times and has to seek financial aid that will entail 'credits that are closer to commercials'?" The question was never answered.

Senator Bass told the commissioner that he was concerned that some of the educational stations and maybe some of the colleges and universities, particularly those having financial difficulty, might become the vehicles of political or ideological misuse by a foundation or an individual with lots of money to spend, but with a particular vested interest in mind.

Dangerous ■ The senator told the commissioner that he feels educational stations are fine, but that for an individual or group to be able to state controversial views on one side of an issue, under the pretense of educational pro-

graming, and without the other side being aired, "is a dangerous weapon."

He told the commissioner that the commission should "lay down some rules in a hurry."

The committee also heard Commissioner Bartley say that since the All-Channel Receiver Act, UHF has taken a swing for the better. The commissioner said that "the smart money is now moving in that direction" and that the act is invaluable to the growth and



Senator Bass

continued operation of ETV's.

Senator Bass later told BROADCASTING that he intends to recommend to FCC Chairman E. William Henry that the commission set up a task force to study foundations and individuals who contribute large sums of money to educational stations to determine how much control they have over how the money is used once the station gets it.

Program notes . . .

Shulman to TV ■ Novelist Max Shulman will join Universal TV, division of MCA, New York, as a top creative supervisor of TV comedy. He will work on program development.

Tribute to Stevenson ■ A one-hour dramatic program dealing with the United Nations, which will be telecast on ABC-TV Thursday (Sept. 9, 8-9 p.m. EDT) will be dedicated to the memory of the late Adlai Stevenson. The presentation, *Poppies Are Also*

Flowers, will be sponsored by the Xerox Corp., Rochester, N. Y., through Papert, Koenig, Lois. It was produced by the Telsun Corp., a nonprofit corporation chartered to produce a series of TV dramatic programs on UN activities.

Variety special ■ CBS-TV plans musical variety special, *New York, New York*, starring Gene Kelly on Feb. 14 (10-11 p.m. EST). Filming with cast of Gower Champion, singer Tommy Steele and comedian Woody Allen, will feature New York as a backdrop for performers.

Sculptor Moore ■ CBS-TV will survey the works of England's foremost sculptor in a news special, *Henry Moore: Man of Form*, on Oct. 5 (10-11 p.m., EDT). Charles Collingwood, CBS News chief European correspondent, will conduct interview with Mr. Moore and art critics.

'Press' moves ■ NBC-TV will switch its *Meet the Press* color series (Sundays, 6-6:30 p.m. EDT) to a new time schedule on Sept. 12 at 1-1:30 p.m. EDT; while NBC Radio will continue its regular same day rebroadcasts of the series at 6:30-7 p.m. EDT.

Teenagers on CBS ■ CBS-TV intends to program the *Miss Teenage America Pageant* for an extended number of years after last weeks signing of a long-term contract with Teen America Associates Inc. This year's event with 60 finalists in Dallas is scheduled for coverage on the network on Oct. 29 (10-11:30 p.m. EDT).

Home improvement ■ P/R Broadcasting Inc., 565 Fifth Avenue, New York, has available a new five-minute radio series *This Is Your House* based on the newspaper column "Aid to the Ailing House" by Roger C. Whitman.

California move ■ Bill Melendez Productions has moved to new offices at 429 North Larchmont Boulevard, Los Angeles 90004. Phone: 463-4101

Name change ■ With Jerry Ansel resigning from Ansel-Shaw Inc., New York, the TV film production firm will be known as Mark Shaw Associates.

Format switch ■ Wwok Charlotte, N. C., last week changed to a country music station.

G-T and CBS ■ Goodson-Todman Productions, New York, and CBS-TV have agreed to co-produce a new half-hour comedy series for the 1966-67 season entitled *Mona Fay*. The series was created by Charles Peck.

Auto race film ■ Racefilm Productions' 16mm, 28-minute color film, *The Short Way Around*, on the 1965 Indianapolis 500, is being distributed on a free-loan basis by The Firestone Tire and Rubber Company, Akron, Ohio, through Asso-



Live couldn't. Scotch® Brand Video Tape did.

Kept ice cream from melting for KAKE-TV!

Video tape makes sure the ice cream always looks its most appealing on tv. Pleases the sponsor, Steffen's Dairy. Brings in the customers. And makes the commercials less expensive to produce.

Used to be at KAKE, Wichita, the ice cream dishes were set up under the lights prior to the 10 p.m. news. But began to melt before the mid-program commercial. Adding an extra man to put the ice cream in place at the last second was considered. But going to video tape proved both more convenient and less expensive.

KAKE now tapes virtually all evening commercials by local clients in advance. Less crew is needed during the evenings. The advertiser enjoys greater control over his commercials. And the commercials themselves have *live* picture quality without danger of an on-the-air goof.

KAKE is among more than 200 stations throughout the country that are utilizing 3M's video tape program to show advertisers that taped commercials best show their merchandise. Stations near you are now offering a variety of helpful reference materials as well as production service. Give them a call. Or write 3M Magnetic Products, Dept. MBX-95, St. Paul, Minn. 55119.



Magnetic Products Division **3M** COMPANY

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ciation Films Inc., New York, to TV stations, schools, community groups and sports clubs.

Film sales . . .

Science Fiction and Exploitable (Allied Artists TV Corp.): KOVR-TV Sacramento, Calif.; WCOV-TV Montgomery, Ala.; WOAY-TV Oak Hill, W. Va.; WPTA-TV Roanoke, Ind., and WAPI-TV Birmingham, Ala.

Bowery Boys (Allied Artists TV Corp.): WANE-TV Ft. Wayne, Ind., and WOAY-TV Oak Hill, W. Va., and WKEF-TV Dayton, Ohio.

Thrillers 1 (American International TV): WFTV-TV Orlando, Fla., and WZZM-TV Grand Rapids, Mich.

Thrillers 2 (American International TV): WFTV-TV Orlando, Fla.; WZZN-TV Grand Rapids, Mich., and WBNS-TV Columbus, Ohio.

Superspy Action Group (Four Star): WSPA-TV Spartanburg and WIS-TV Columbia, both South Carolina; KXTV-TV Sacramento, Calif.; WOKR-TV Rochester, N. Y.; KDAL-TV Duluth, Minn.; KOCO-TV Oklahoma City; WYTV-TV Youngstown, Ohio; WTHI-TV Terre Haute, Ind.; WWL-TV New Orleans; WFRV-TV Green Bay, Wis.; WBRC-TV Birmingham, Ala.; KHSL-TV Chico, Calif.; WISN-TV Milwaukee,

and WTCN-TV Minneapolis-St. Paul.

Gypsy Rose Lee Show (Seven Arts): WLBW-TV Miami; WMTW-TV Poland Spring, Me.; WBEN-TV Buffalo, WRGB (TV) Schenectady and WHEN-TV Syracuse, all New York.

The Professionals (Seven Arts): WHIO-TV Dayton, Ohio, and WJRT-TV Flint, Mich.

Auto Racing Specials (Triangle): KTLA-TV Los Angeles; KAAR-TV San Diego, and KVKM-TV Monahans-Odessa, Tex.

Century 1 (20th Century-Fox TV): WSTV-TV Steubenville, Ohio; WRCB-TV Chattanooga, Tenn.; WAOW-TV Wausau, Wis.; KWWL-TV Waterloo, Iowa, and KMMT-TV Austin, Minn.

Outer Limits (UA-TV): WHC-TV Pittsburgh; WFMJ-TV Youngstown, Ohio; WBMG-TV Birmingham, Ala.; WAVE-TV Louisville, Ky.; WFTV-TV Orlando, Fla.; KLFY-TV Lafayette, La.; KGNS-TV Laredo and KFMD-TV Beaumont, both Texas, and KAIT-TV Jonesboro, Ark.

Radio series sales . . .

Womanly Art of Self Defense and Safety (Charles M. Conner Productions): KPRC Houston.

Miss America Pageant Reports (Ken

Gaughran Productions): KMNS Sioux City, Iowa, and KEEE Nacogdoches, Tex.

Here's Heloise (King Features Syndicate): KORK Las Vegas; WBOX Bay City, Mich.; WWNS Statesboro, Ga.; WFAA Dallas; KFAM St. Cloud, Minn.; WHOS Decatur, Ala.; WISN Milwaukee; KRDO Colorado Springs, Colo.; WJTN Jamestown, N. Y.; KRIK Roswell N. M.; WAKR Akron, WHBC Canton, WTVN Columbus and WREO Ashtabula, all Ohio, and WHRN Herndon, Va.

Point of Law (Signal Productions): WCHE West Chester, Pa.; WLEC Sandusky, Ohio; KRVN Lexington, Neb., and WSAF Sarasota, Fla.

30 Hours of Christmas (Triangle): WEKZ Monroe, WRDB Reedsburg, WFRH Wisconsin Rapids and WAPL Appleton, all Wisconsin.

NBC asks more time for 50-50 comments

NBC last week petitioned the FCC to extend again the deadline for comments on the FCC's proposal to limit network ownership and control over prime-time programming.

NBC is asking that the deadlines be postponed from Oct. 21 to Feb. 21, 1966, for comments, and from Dec. 1 to April 1, 1966, for replies.

The NBC brief states that Part II of the second interim report on inquiry in network programming practices has not yet been printed nor made available in a form that can be meaningfully reviewed or evaluated. One copy of Part II was made available for inspection at the commission's public information office on July 23.

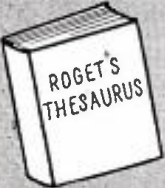
NBC points out that Part II, which runs more than 1,000 pages, contains detailed documentation for Part I which was considered by the commission in adopting the notice of proposed rule-making.

The major proposal in Part I is rule-making to limit to 50% network ownership and control over nonnews prime-time programming.

ABC, CBS and NBC have retained an independent research organization to study economic facts and issues relating to the notice and the rule proposed by the commission. NBC contends that more time is needed to complete the studies, review them and prepare comments.

Part II, according to NBC, contains a lengthy narrative statement by the commission staff with assertions and conclusions not previously advanced with respect to network procurement procedures as well as additional arguments in support of the proposed rule.

in Synonyms . . .



it's Roget's Thesaurus

in TV and Radio . . .

IT'S BROADCASTING YEARBOOK!

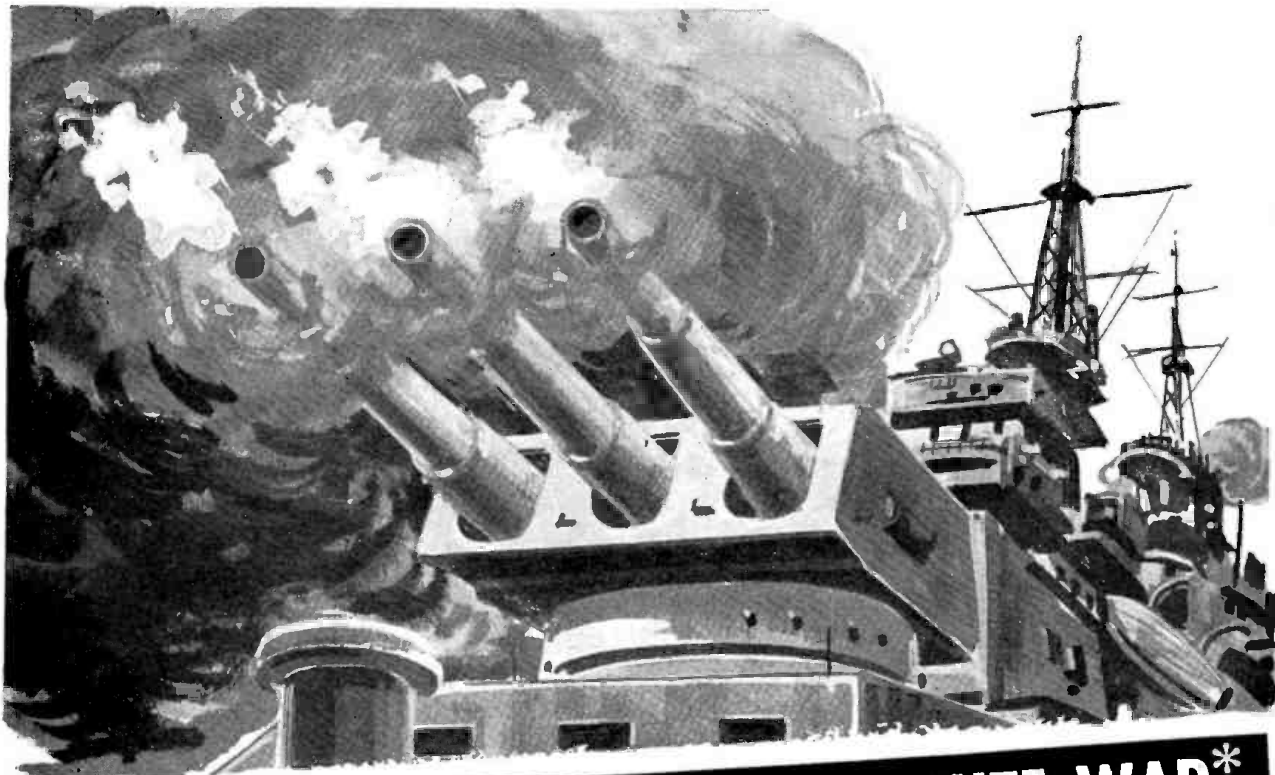
Finding the right word is the first principle of being articulate. Respected (esteemed, time-honored, venerable) and authoritative (reliable, accurate, informative) fittingly describe Roget's Thesaurus, famous reference book of synonyms and antonyms. In the business world of television and radio, they apply just as fittingly to **BROADCASTING YEARBOOK**, the most complete and dependable reference volume for busy people in broadcast advertising. To them, finding the right facts is the first principle of being profitably in-

formed. The 1966 **BROADCASTING YEARBOOK**—covering both TV and radio—will be on their desks in December (and a full 12 months thereafter). They'll find it more valuable than ever . . . a veritable thesaurus* of information on every aspect of broadcast advertising. If you have a message for people who make TV-radio decisions, here's **THE** forum wherein to speak up! Final deadline: Oct. 1 (or—for proofs—Sept. 21). Reserve the position you want **NOW** before it's gone!

*The Greeks had words for almost everything. "Thesaurus" meant a treasury or storehouse; the 1966 **BROADCASTING YEARBOOK** is a treasure-trove of facts. Get it?

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N.W.
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YOU MAY NEVER SEE A 38-MINUTE WAR*

**BUT... You Gun for the 39th Market
with a WKZO-TV Campaign!**

**WKZO-TV MARKET
COVERAGE AREA • NCS '61**



*Great Britain and Zanzibar fought from 9:02
to 9:40 a.m. Aug. 27, 1896.

Already the 39th television market‡, Grand Rapids-Kalamazoo—and the Greater Western Michigan area covered by WKZO-TV—are becoming a target of *even greater* sales opportunity.

New plants a-building in Kalamazoo alone will add 7,200 industrial and service jobs; bring 18,585 people into the area; create an additional 5,740 households; boost personal income another \$48 million! A great many other area cities could cite similar patterns.

If you want to zero in on this high-caliber, booming market, arrange to fire your heaviest salvos over WKZO-TV. Ask your Avery-Knodel gunner to give you the complete logistics.

And if you want all the rest of upstate Michigan worth having, add WWTW/WWUP-TV, Cadillac-Sault Ste. Marie, to your WKZO-TV schedule.

‡ARB's 1964 Television Market Analysis



The Feltzer Stations

RADIO
WKZO KALAMAZOO-BATTLE CREEK
WJEF GRAND RAPIDS
WJFM GRAND RAPIDS-KALAMAZOO
WWTW-FM CADILLAC

TELEVISION
WKZO-TV GRAND RAPIDS-KALAMAZOO
WWTW/CADILLAC-TRAVERSE CITY
WWUP-TV SAULT STE. MARIE
KOLN-TV/LINCOLN, NEBRASKA
KGIN-TV GRAND ISLAND, NEB.

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER

Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

FCC back in business: the work it faces now

Coming up in the next few months: the gut issues of CATV, group ownership, network program control

The FCC, whose offices have been all but stilled during a lazy, hazy August recess, was beginning to bestir itself last week. Fall was approaching and with it commission meeting agendas containing items of fundamental importance to broadcasters—and to the shape of the commission's regulatory policy itself.

None of these issues is expected to be resolved this week, at the first regular meeting following the hiatus. The agenda, will be large, but filled mainly with relatively routine items.

But in the weeks and months ahead, the commission will confront items of larger consequence: regulation of community antenna television systems, multiple ownership of broadcast stations and network ownership and control of programming.

The commission, which in April adopted rules governing microwave-fed CATV's, is prepared to adopt the same rules for nonmicrowave-served systems. The only question appears to be whether it will act with or without a specific grant of authority from Congress. The commission clearly believes it already has the authority.

New Rules ■ Besides the question of jurisdiction, the commission is considering a host of new rules to govern CATV to add to those it adopted in April—rules dealing with "leapfrogging" of TV signals from distant stations and with CATV program originations, among others. Comments on these matters are due Sept. 27.

Two proposed rules affecting CATV's are scheduled for discussion this week. One would put noncommon carrier microwave operators serving CATV's in a new service—Community Antenna Relay—to be administered by the Broadcast Bureau, and would require them to use microwaves in the 13,000 mc band, rather than common carrier frequencies. The other would require that at least 50% of a common carrier's service be supplied to interest other than the carrier itself (CLOSED CIRCUIT, Aug. 2).

A commission proposal to reduce the number of major-market television

stations an individual or corporation may own pits the FCC squarely against the industry's wealthiest and most influential members, the multiple owners.

The proposal, which the commission says is designed to avoid concentration of economic control of television stations and to promote diversity of programming, would limit ownership in the first 50 markets to three television stations, no more than two of them VHF's. The proposal is already in effect in the form of an interim rule.

United Groups ■ A Council for Television Development, made up largely of the group owners, has been organized to oppose the proposal. The commission doesn't intend to require divestiture. But the rule, if adopted, would prevent some owners from "trading up" and would shrink the market for those owners of major-market stations interested in selling.

Deadline for comments on the pro-

Henry to kick off IRTS luncheon meetings

The International Radio and Television Society will begin its 1965-66 series of "newsmaker" luncheon meetings Sept. 24 with its annual FCC luncheon. For the third consecutive year FCC Chairman E. William Henry will be the speaker at the session in New York's Waldorf-Astoria hotel.

Other speakers scheduled include: James E. Webb, administrator, National Aeronautics and Space Administration (Oct. 8); Senator Robert F. Kennedy (D-N.Y.) (Oct. 22); Vincent Wasilewski, president, National Association of Broadcasters (Nov. 5); Walter Cronkite, Chet Huntley and Peter Jennings, news commentators for CBS-TV, NBC-TV and ABC-TV respectively (Jan. 5); Lynn Townsend, president, Chrysler Corp., Detroit (Feb. 24), and William E. Steers, chairman, Needham, Harper & Steers, New York (March 2).

posal is Oct. 1. But the group owners, who are engaged in a massive research program to support their position that group ownership of stations has served the public interest, have asked for a six-month extension.

A related issue involves the commission's proposed rulemaking and notice of inquiry concerning the broadcast ownership interests of mutual funds and others that may be in technical violations of the commission's multiple-ownership rules. Violations occur when funds, brokerage houses and trusts own more than 1% of two or more group owners which, together, own more stations than the rules permit a single party to own. The industry's views are now being received on that matter (see page 67).

Another major battle involves the commission's proposal to limit to 50% the amount of nonnews prime-time programming that networks may own or control. The commission argues that the proposal, if adopted, would break the "monopoly" it says the three networks now have over sources of programming material. The deadline for comments, which has already been extended four months, is Oct. 21. However, NBC last week asked for another four-month extension (see page 54).

The Pay Problem ■ The question of pay television is yet another hot item for the FCC. Zenith Radio Corp., which in cooperation with RKO General is conducting a test of Zenith's Phonovision pay-TV system over WHCT-TV Hartford, Conn., has asked the commission to issue a rulemaking to authorize pay television on a nationwide basis (BROADCASTING, March 15)—a request which has been vigorously opposed by the nation's theater owners.

Other issues that await the commission's attention include:

Program reporting form revision. The commission, after wrestling with the task seven years, finally finished revising the program reporting form for radio (BROADCASTING, Aug. 16). But considerable work remains to be done on the form for television stations. And it's a virtual certainty the commission won't resolve the issue without a bitter debate over the extent to which it can inquire into programming.

Low-power UHF community television stations. The commission has proposed creating a new service of television stations operating with 10 kw, which would be limited in service to the communities in which they are located. Some observers doubt that such a station could survive. But CATV operators—in view of the commission's decision to permit CATV-TV cross ownership—are showing keen interest.

Presunrise operation by daytimers. A

rulemaking that would permit daytime radio stations to go on the air before sunrise has been outstanding since November 1962. Part of the difficulty involves treaty provisions that ban pre-sunrise operation by daytimers on regional channels, which are occupied by foreign as well as U. S. stations. However, talks aimed at resolving this problem are proceeding.

Higher power for clear channel stations. The commission has indicated interest in permitting some or all of the stations operating on unduplicated clear channels to operate experimentally with more than the present 50 kw limit. The commission staff is now preparing criteria that stations would be required to meet to qualify for a higher-power authorization.

Urban-suburban issue. Because of a reversal by the U. S. Court of Appeals in a case involving its allocations policy, the commission is concerned with the adequacy of its standards for determining when an applicant for an AM station in a suburban community intends to serve that community—or the neighboring big city. An oral argument on the issue, which the commission says is of “fundamental” importance, is scheduled for Oct. 1. Parties in three comparative hearings involving AM assignments in heavily urbanized areas—Pittsburgh, Southern California and northern New Jersey—will participate. The commission hopes the argument will help it establish criteria for defining “community” that will stand up in court (BROADCASTING, July 12).

WGN Inc. buying VHF in Denver

\$3.5 million purchase of KCTO(TV) from McCaw must clear new FCC policy on ownership

The sale of KCTO(TV) Denver to WGN Inc. (*Chicago Tribune*) for \$3.5 million is scheduled to be announced this week.

The purchase of the channel 2 independent in a four-station VHF market from J. Elroy McCaw, subject to FCC approval, came after two years of negotiations. It marks the second TV expansion by WGN Inc. in the last five years. In 1960, WGN Inc. bought KDAL-AM-TV Duluth, Minn. (Superior, Wis.) for \$3.3 million.

It also marks the first challenge of the FCC's interim policy on VHF station ownership in the top 50 markets. Late in 1964 the FCC proposed a policy, which it adopted on an interim basis, prohibiting any entity already owning two VHF stations in any of the top 50 markets from acquiring a third in those markets without a hearing. The policy provides, however, for a waiver if good cause is shown for the acquisition.

WGN Inc., which owns WGN-TV in its home city of Chicago, is allied in ownership (through the McCormick-Patterson families) with independent WPIX (TV) New York, owned by the *New York Daily News*. Denver is considered the 47th city in the top-50 list.

Mr. McCaw has owned KCTO since 1955 when he bought the then three-year old KFEL-TV from the late Eugene O'Fallon for \$700,000, including \$300,000 in obligations. In that same year,

Founders' Corp. (Richard Shaheen) exercised an option to acquire 50% interest in the Denver station by paying half of the purchase price and assuming 50% of the obligations. Four years later, however, Mr. McCaw bought back this half interest for \$150,000. Until 1959, the station's call letters were KTVR(TV).

Mr. McCaw continues to own KTVW (TV) Tacoma-Seattle, 45% of KIXI-AM-FM Seattle and 50% of KELA Centralia, all Washington. He also has interests in a number of community antenna systems, including Sterling Information Services, a wired-TV service in New York which holds one of the two authorizations by the city for CATV there.

Negotiations with Mr. McCaw were carried on by Ward Quaal, president and general manager of WGN Inc. In addition to its TV station in Chicago, WGN Inc. also owns the 50-kw clear channel WGN there (on 720 kc). WGN Inc. also operates a CATV system in Houghton, Mich. WGN-TV, on channel 9, is independent; KDAL-TV on channel 3 in Duluth is affiliated with CBS-TV.

Other Denver stations are KBTU(TV) on channel 9, owned by John C. Mullins; KLZ-TV, on channel 7, owned by Time-Life Broadcast Inc.; KOA-TV, on channel 4, owned by a local group headed by William C. Grant, and educational, non-commercial KRMA-TV, on channel 6.

Rochester applicants offer merger plan

Three of the 11 applicants seeking channel 13 in Rochester, N. Y., have informed the FCC of a plan to conclude the drawn-out proceeding and provide the city with a full-time educational as well as a new commercial service.

A key element in the plan, as reported to the FCC last week, calls for Rochester Area Educational Television Association to withdraw from the channel 13 contest and to apply for a Rochester educational channel instead.

A second element is that the three parties have agreed to merge their applications into one, and to contribute \$75,000 to RAETA for the establishment of a station on the educational channel.

The three parties, Flower City TV Corp., Genesee Valley TV Co. Inc. and Community Broadcasting Inc., also said they will invite the remaining applicants to join the merged application.

Those remaining applicants that join in the merged application would bear a proportionate part of the cost of the \$75,000 contribution, as well as of other costs in prosecuting the application.

Interim Operation ■ The channel 13 applicants are presently providing Rochester with television service on WOKR (TV), an interim operation they have conducted jointly since 1962.

The only part of the plan completed thus far is the agreement of Flower, Genesee and Community to merge. But the three told the commission that talks with RAETA have resulted in “reasonable assurance” that the applicant would withdraw from the channel 13 contest in favor of seeking the educational outlet.

RAETA has been linked with Rochester Telecasters Inc. in a shared-time application, which won the approval or a hearing examiner in the initial decision in January 1964 (BROADCASTING, Feb. 3, 1964).

However, the commission last May sent the case back to hearing for a determination of whether alternative means are available for broadcasting the kind of program RAETA proposes to carry (BROADCASTING, May 17). The commission also wants a closer look at whether Rochester Telecasters Inc., on a part-time basis, could provide an effectively competitive outlet for ABC. CBS and NBC have full-time VHF affiliates in Rochester.

Additional Talks Needed ■ The three parties, noting that additional negotiations are required, said they were not yet seeking FCC approval of the agreement. But in proceeding with the

merged agreement, they said, they would request the contingent dismissal of the Flower and Genesee applications and would provide for their interests in amendments to the Community application.

The six other applicants are Valley Television Inc., Star Television Inc., Heritage Radio and Television Broadcasting Co., Main Broadcasting Co., The Federal Broadcasting System Inc., and Citizens Television Corp.

Asheville wants string on its CATV franchise

First invitation by a city for a lease-back community antenna arrangement took place last week. The city: Asheville, N. C. The offer: solicitation of sealed bids to provide CATV service in Asheville, with this kicker—provision for the CATV system to be turned over to the city at the end of the franchise period.

The offer asking for CATV bids came from J. Weldon Weir, city manager of Asheville, who reported that the bids would be opened at 10 a.m. on Oct. 1. Conditions include a prohibition on

pay TV and a requirement that the CATV franchise holder and its stockholders have no interest in the sale or repair of television sets.

The Asheville situation is the result of a two-year impasse between the city and five applicants—with the city at one time indicating it was thinking of going into the CATV business itself. The issue, dormant since last year, was jolted alive last month when a sixth applicant filed for CATV franchise, offering to pay the city 13% of gross receipts for the first five years; 15% for the next 15 years, and with the entire system to be assigned to the city at the end of 20 years. This application was filed by Robert O. Hofland of Chelmsford, Mass. Mr. Hofland, who is with Spencer-Kennedy Laboratories Inc., Boston, said he has a \$1 million commitment from the Kellogg Credit Corp. for the Asheville CATV installation. Kellogg is a subsidiary of International Telephone & Telegraph Co.

Meeting this bid, and raising it a little, was Harold Thoms, wise-TV Asheville, one of the pending five applicants. Mr. Thoms proposed to pay the city 16% of the CATV gross for the first five years, 18% for the next 15 years, and also to donate 40% of its net profits to local charities. Mr.

Thoms also proposed to assign the CATV system to the city after the 20-year period.

Other applicants, that now have the opportunity to meet these conditions, are WLOS-TV Asheville, Cosmos Broadcasting Corp., Reeves Broadcasting Co., all broadcaster-CATV groups, and National Trans Video Inc., Dallas, a group CATV owner.

Commerce committeemen slated for NAB meets

Members of Congress who have a say in legislation affecting broadcasting will be featured luncheon speakers at four of the National Association of Broadcasters fall conferences.

The speakers are Senators Peter H. Dominick (R-Colo.) and Thruston B. Morton (R-Ky.) and Representatives Samuel N. Friedel (D-Md.) and James A. Mackay (D-Ga.). All are commerce committeemen.

Senator Morton will speak at the opening conference in Louisville, Oct. 14-15; Congressman Mackay is scheduled for the second conference in Atlanta, Oct. 18-19; Representative Frie-

Fetzer, Time-Life form Michigan CATV group

Two broadcasters in Michigan have combined for community-antenna operations, it was announced

last week. Fetzer Broadcasting Co. and Time-Life Broadcast Inc. have formed a Michigan corporation,

Wolverine Cablevision, which will establish CATV service in the Michigan cities of Battle Creek, Albion and Marshall.

Fetzer Broadcasting owns WKZO-TV in Kalamazoo, and is a group broadcaster with other holdings in Michigan and elsewhere. Time-Life is the owner of WOOD-TV in Grand Rapids, Mich., and also owns other broadcast stations elsewhere. Each company has announced its intention of instituting CATV operations independently, as well. Fetzer is beginning a system in Kalamazoo (BROADCASTING, Aug. 2), and Time-Life in Jackson, Mich. (BROADCASTING, May 24).

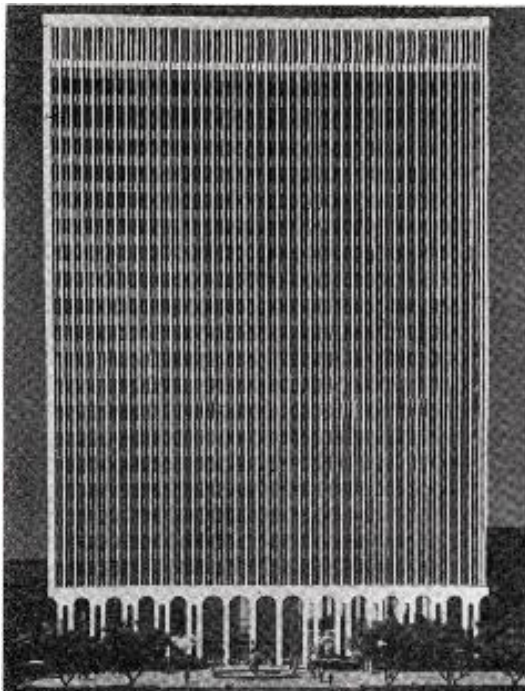
In both Kalamazoo and Jackson, and also in the communities to be served by Wolverine Cablevision, Bell Telephone system lines will be used.

First move by Wolverine will be for Battle Creek. An application is currently being prepared seeking a franchise in that city, even though last July the city granted a non-exclusive franchise to Triad Stations Inc. (WALM Albion) which also holds non-exclusive franchises for Albion and Marshall.



Wolverine Cablevision will have five directors. Shown here are four (l to r): Carl E. Lee and John Fetzer, representing Fetzer Broadcasting, Robert Van Horn, secretary-treas-

urer of Fetzer Broadcasting (not a Wolverine director), and Willard Schroeder and Leonard Bridge, Time-Life Broadcast. The fifth director has not been appointed yet.



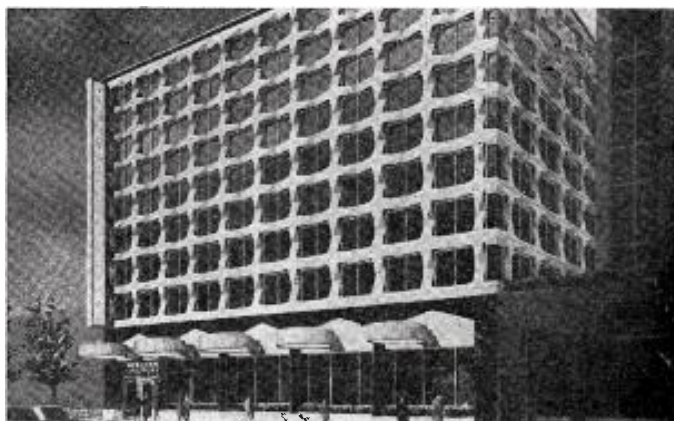
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We're free, and you're not, crows ANPA president

The president of the American Newspaper Publishers Association has decided that radio and television are outside the constitutional protection of freedom of the press.

That's the opinion of Gene Robb of the Albany, N. Y., *Knickerbocker News* and *Times-Union*, president of the American Newspaper Publishers Association. His papers are owned by Hearst, which also has extensive TV and radio interests.

In a speech at Syracuse (N.Y.) University Mr. Robb quoted United Nations Ambassador Arthur Goldberg as having said, while he was still a Supreme Court justice, that newspapers "enjoy a unique constitutional status. Freedom of the press is protected by the First and 14th Amendments from abridgement. And whether it is called a preferred or fundamental right, or by some other label, a free press is indispensable

to the preservation of democracy under law."

To this Mr. Robb added:

"This status—unique, preferred, fundamental—is confined to the press, the written word. Books and periodicals are included but for everyday application it is the newspaper—daily and weekly—which embodies the people's rights to a free press. It does not include radio and TV which are licensed by the federal government and which depend on a federal license for their very right to live and exist."

Mr. Robb did not quote the many eminent legal authorities who have held that the First Amendment does apply to broadcasting.

"All news media, including those in the electronics field, often can and should associate themselves with every best effort to keep government news unencumbered, unmanaged and

unabridged," Mr. Robb said. "But it is only the press which has been given constitutional protection of the people's rights and, I believe, correlative responsibilities."

Mr. Robb recognized that newspapers "can be supplanted by such government-controlled media as radio and television or by such purely commercial vehicles as shopping guides." This can happen, he said, unless there is "greater recognition by our schools and colleges of the necessity of the American free press and a greater regular reliance on the local daily newspaper."

Mr. Robb spoke at an annual dinner meeting of Kappa Tau Alpha, scholastic journalism fraternity. Stressing the importance of cooperation between schools and newspapers, he said that "their progress and our survival as newspapers are at stake."

del will address the third meeting in Baltimore, Oct. 21-22, and Senator Dominick will speak at the sixth conference in Denver, Nov. 15-16.

Speakers for the remaining four conferences in Boston, Oct. 25-26; Chicago, Nov. 11-12; Spokane, Wash., Nov. 18-19, and Phoenix, Nov. 22-23, are still to be named.

NAB radio code lists changes in membership

For the June 15 to July 15 period, 46 radio stations joined the National Association of Broadcasters radio code and 28 stations withdrew.

Additions: KALV Alva, KBK Elk City, KBIX Muskogee, KBYE Oklahoma City, KELR, El Reno, KIHN Hugo, KMD Madill, KOLS Pryor Creek, KTLQ Tahlequah, KTOK Oklahoma City, KVLH Pauls Valley, KVYL Holdenville and KWON Bartlesville, all Oklahoma; KBMW Breckenridge and KLGR Redwood Falls, both Minnesota; KCAD Abilene, KPDA Amarillo, KRAY Amarillo and WACO Waco, all Texas; KCLU-AM-FM Rolla, KFSB Joplin and KGBX Springfield, all Missouri; KEAP Fresno and KEEN-FM San Jose, both California; KELO-FM Sioux Falls, S.D.; KLIN Lincoln, Neb.; KWIN Ashland and KWVR Enterprise, both Oregon; WBBW-AM-FM Youngstown, Ohio; WCFL Chicago; WDSU-FM New Orleans; WGMA Hollywood, Fla.; WIKB Iron River, Mich.; WLRS(FM) Louisville, Ky.; WKQV Sullivan and WTRC-FM Elkhart, both Indiana; WLVP (FM) Franklin, N.J.; WMFM(FM) Madi-

son, WTKM Hartford and WVLR(FM) Sauk City, all Wisconsin; WMNB-FM North Adams, Mass.; WPRO-FM Providence, R.I.; WRRC Spring Valley, N.Y., and WSLs Roanoke, Va.

Withdrawals: KANS Larned and KKAN Phillipsburg, both Kansas; KDWA Hastings, Minn.; KGPC Grafton, N.D.; KLMR Lamar, Colo.; KOTN-AM-FM Pine Bluff, Ark.; KTNC Falls City, Neb.; WBIE-AM-FM Marietta, Ga.; WBLR Batesburg, S.C.; WBNO Bryan, and WFOB-AM-FM Fostoria, all Ohio; WBZB Selma, WLON Lincolnton and WRAL-AM-FM Raleigh,

all North Carolina; WEAV-AM-FM Plattsburgh, WGBB Freeport and WGSM Huntington, all New York; WETZ New Martinsville and WOVE Welch, both West Virginia; WGEN Geneseo, Ill.; WKDE Altavista and WNRV Narrows, both Virginia, and WTRA Latrobe, Pa.

Williams appeals KSHO-TV denial

The FCC decision to deny a license renewal to KSHO-TV Las Vegas was appealed last week to the U. S. Court of Appeals for the District of Columbia Circuit.

Arthur Powell Williams, who would have effectively controlled the proposed licensee, filed the appeal.

The renewal application, turned down by the FCC in late July (BROADCASTING, Aug. 2), was filed by Harry Wallerstein, receiver in bankruptcy for the station since 1961. The commission also dismissed two requests for assignment of license which would result in control of the station by Mr. Williams.

In his appeal Mr. Williams contended that the findings of the FCC—unauthorized transfers, failures to file reports, concealments, and misrepresentations—took place before the station had gone into receivership or were related to persons no longer connected with the station.

The brief said that the commission found no fault with the receiver's operation of the station since 1961 and also found that ultimate transferee, Mr.

In the action

Ray V. Hamilton, Washington-based station broker, has been a bridesmaid for so long he finally decided he'd try being a bride. The president of Hamilton-Landis & Associates, has applied for a community antenna franchise for Pine Bluff, Ark.

Mr. Hamilton said last week that he was preparing to spend \$750,000 on a 12-channel system to serve the estimated 15,000 homes in that city. He plans to bring in nine TV signals, including those from Little Rock, offer a time-weather channel and two FM broadcast channels. Subscribers will be charged \$18.50 for installation and \$4.95 a month, he said.

Williams, to be of "blameless character."

"Since the qualifications of the proposed assignee were beyond question," the commission erred in not finding that "the public interest required approval of the applications in question." The brief also states that the commission erred in failing to find that the effect of denial of the applications upon financial creditors and investors was a relevant public interest consideration.

The commission's action was believed to be the first one in which the commission denied renewal of a television license. In addition to Mr. Williams's appeal Mr. Wallerstein also petitioned the FCC to reconsider its order and asked for a rehearing (BROADCASTING, Aug. 30).

Senate gives Bartley 'aye' for 3d term

Commissioner Robert T. Bartley of the FCC last Thursday (Sept. 2) received his ticket for a third term as the Senate confirmed his reappointment by a voice vote.

Commissioner Bartley, member of the

commission since 1952, was nominated by the President Aug. 29 after serving seven weeks on an interim basis after his term expired June 30 (BROADCASTING, Aug. 23).

He was unanimously endorsed by the Senate Commerce Committee Wednesday (Sept. 1), although Senator Ross Bass (D-Tenn.) raised some questions for the commission on educational television (see page 52).

The reappointed commissioner, a Democrat, is the only one to have been nominated by three different presidents and is second in longevity on the commission only to Rosel H. Hyde, a Republican.

HST and DDE ■ Commissioner Bartley was first appointed by President Truman in 1952, and was renamed in 1959 by President Eisenhower.

He is the only member of the commission who has actual broadcast experience, having served in executive capacities with the Yankee Network from 1939 to 1943. He was later with the National Association of Broadcasters, and was in charge of the FM department when FM Broadcasters Inc. was merged with the NAB.

Mr. Bartley had been a staff member of the commission before his 1952 appointment. From 1934 to 1937 he was



Commissioner Bartley (left) is congratulated by Senator John O. Pastore (D-R. I.), chairman of Commerce Committee's Communications subcommittee following confirmation of Mr. Bartley's reappointment to the commission last week.

New Gates "Top Level" positively prevents FM overmodulation

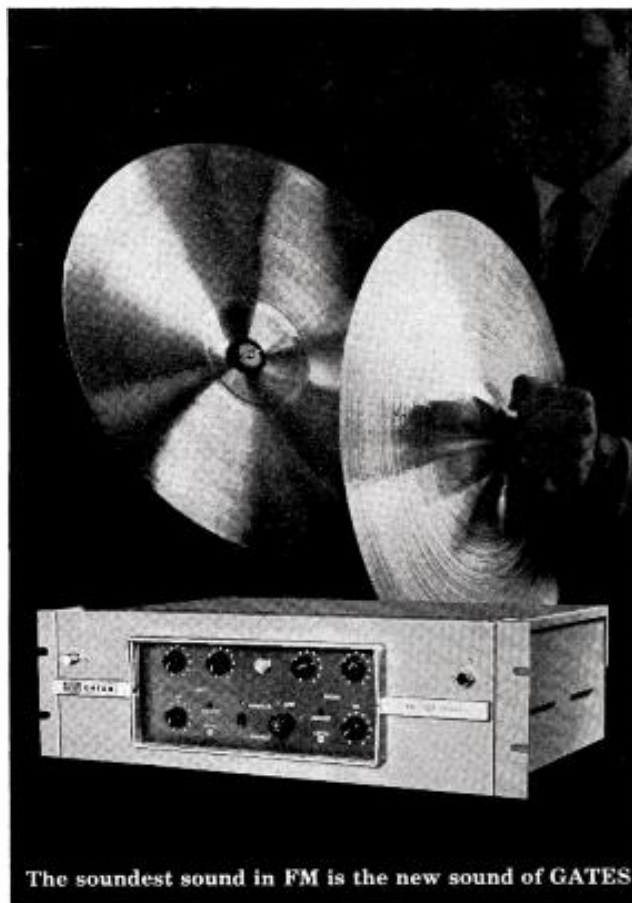
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director of the FCC's telegraph division.

He came to Washington in 1931, was on the staff of the House Commerce Committee, the FCC and the Securities and Exchange Commission which he joined as senior securities analyst in 1937.

Commissioner Bartley is a nephew of the late House Speaker Sam Rayburn, and served as administrative assistant to the Speaker from 1948, when he left the NAB, until 1952.

NAB stands pat on CATV policy

Executive committee

also discusses loud

commercials, PR program

The National Association of Broadcasters' executive committee, last week reaffirmed the NAB's stand on community antenna TV regulation, a move that reflected general membership satisfaction with the position that the FCC has the right to regulate CATV and should

do so immediately.

John F. Dille Jr., Communicana Group of Indiana, chairman of the committee, said they had found "no compelling reason" to ask the board to reassess the situation or NAB's position that "FCC regulation is necessary to insure the orderly growth of broadcasting."

The committee approved NAB's plan to file as amicus curiae in the Black Hills CATV case where Black Hills Video Corp. is appealing the FCC rule requiring microwave-fed CATV's to give local stations 15-day program protection. NAB will file in support of the FCC in the case which is before the Eighth U. S. Circuit Court of Appeals in St. Louis.

The National Community Television Association is filing a friend-of-the-court brief in behalf of Black Hills Video.

Other Subjects ■ Also discussed by the executive committee at last Tuesday's (Aug. 31) meeting in Washington were loud commercials and the proposed public-relations program.

The committee asked the TV code board to study the loud commercial problem and see what action, recommendations, or guideline can be applied to the problem.

(Howard Bell, code authority director, said Thursday that the matter would

be put on the agenda of the TV code board's winter meeting. Although the subject is concerned primarily with television, he said he would probably bring it up at the radio code meeting in Washington later this month; adding that at this time he didn't know just what the code could do. The first move, he said, must be establishment of technical criteria that define "loud.")

The executive committee asked the radio public-relations committee to meet and discuss ideas for an expanded public-relations program for NAB. A plan for such a program had been presented to the combined boards at its summer meeting and sent to the radio PR committee for study. The committee's recommendations will be presented to the joint board at its January meeting.

At D. C. Session ■ Attending last week's meeting were Mr. Dille; Mike Shapiro, WFAA-TV Dallas, chairman of the TV board; Robert W. Ferguson, WTRF-TV Wheeling, W. Va., vice chairman of the TV board; Jack W. Lee, WSAZ Huntington, W. Va., chairman of the radio board; Grover C. Cobb, KVGZ Great Bend, Kan., vice chairman of the radio board, and Vincent Wasilewski, NAB president.

Changing hands

ANNOUNCED ■ The following station sales were reported last week subject to FCC approval.

■ KCTO(TV) Denver: Sold by J. Elroy McCaw to WGN Inc. for \$3.5 million (see page 57).

■ WMET Miami: Sold by Max Tavel to Dynamic Broadcasting Co. for \$1,000 plus assumption of liabilities totaling \$170,000. Principals of Dynamic Broadcasting are Leonard Walk, Bernard Friedman and James H. Rich. The firm also owns WAMO-AM-FM Pittsburgh and WUFO Buffalo, N. Y. WMET operates daytime only on 1220 kc with 250 w. Broker: Blackburn & Co.

APPROVED ■ The following transfer of station interests was approved by the FCC last week (For other commission activities see FOR THE RECORD, page 77).

■ KTSA San Antonio, Tex.: Sold by Gordon McLendon to Waterman Broadcasting Corp. owned by Bernard E. and Edith B. Waterman for \$1.5 million and agreement not to compete in radio or TV for 85 months within 75 miles of San Antonio. Waterman Broadcasting owns WAAB-AM-FM Worcester, Mass. KTSA is fulltime on 550 kc with 5 kw.

CATV SALES

■ Rice Lake, Wis.: Sold by Earl Cleveland to WCCO-TV Minneapolis-St. Paul. Although price was not disclosed, it is estimated that the system, serving al-

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San Diego U sees CATV as help not hinderance

A UHF permittee in San Diego let it be known last week that community antenna television in the area isn't going to prevent him from putting a station on the air. Indeed, CATV was regarded as an advantage.

Larry Shushan, permittee of KAAR-TV (ch. 39), wrote the FCC last week in response to a story carried in BROADCASTING that quoted Midwest Television Inc., as stating that, unless the commission imposed strict regulation on CATV, the cable systems in the area would probably make it difficult, if not impossible, for

the two authorized UHF stations in San Diego to go on the air. Midwest is licensee of KFMB-TV, a San Diego UHF.

Mr. Shushan, after outlining progress already made in the construction of his station, wrote, "If our equipment arrives as scheduled, we will be on the air in October of this year."

Futhermore, he said he believes that CATV will help him by carrying the station's programs on the cable into 15,000 homes.

The story in BROADCASTING re-

ported the results of a survey which indicated that CATV fragmented the audience in the San Diego market, which is served by three network-affiliated VHF's. Midwest used the survey to support its comment in support of strict FCC regulation of CATV's.

Mr. Shushan said these results merely indicate that the San Diego viewers watching Los Angeles independent stations "aren't getting enough of what they want locally."

"It also proves the need for a local independent station."

most 1,700 customers, sold for \$3 million. The 14-year-old Rice Lake system, one of the oldest in the Midwest, carries six channels from Minneapolis-St. Paul, from Eau Claire, Wis., and occasionally from Duluth, Minn. Customers pay about \$3 a month. The system is about 120 miles from Minneapolis. WCCO-TV will take over ownership Oct. 1. This is the first CATV acquisition by Mid-West Radio-TV Inc., licensee of WCCO-TV.

■ Morgantown, W. Va.: Two systems sold by William Duff and S. Allen Phillips respectively to American Cablevision Inc. (Jack Kent Cooke) for \$700,000 and merged into single system which will serve 5,000 customers with eight TV signals plus FM radio reception.

Schine sold again; this time for real

Sale of the giant hotel-movie theater-real estate empire of J. Myer Schine for \$75 million was announced last week. Buyer is Realty Equities Corp., a publicly owned New York firm.

Last week's announcement came six weeks after it was reported another group had purchased the Schine properties, which include WPTX Albany, N. Y. (50 kw fulltime on 1540 kc), and a community antenna system in Massena, N. Y.

The new buyers were reported as saying that they intend to sell off all but three of the major items of the Schine holdings, including the radio station and the CATV system.

WPTX's application for license renewal was set for hearing by the FCC early this summer on the charge that the theater company violated provisions of an antitrust consent judgment (BROADCASTING, July 5).

Toledo UHF grantee opposes microwave bid

D. H. Overmyer, permittee of WBOH-TV (ch. 24) Toledo, Ohio, has asked the FCC to deny, dismiss or withhold action on the application of Video Service Co. for microwave services to serve community antenna television sys-

tems in Findlay, Tiffin and Fostoria, all Ohio.

Video Service, a subsidiary of Cox Broadcasting Co., which owns part of the CATV system in Fostoria, seeks to relay the signal of WGN-TV Chicago.

Mr. Overmyer said that communities to be served have a population in excess of 67,000 and that to grant the microwave service would "frustrate the natural policy of promoting development

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SOUTHWEST

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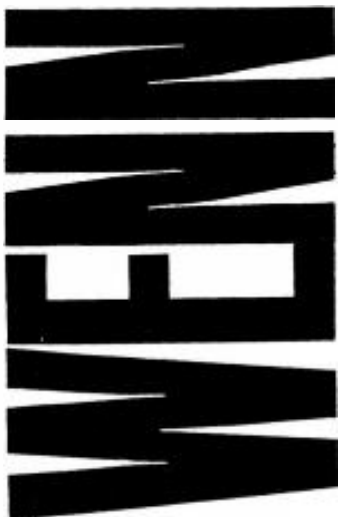
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New York, Atlanta, Chicago, San Francisco, Los Angeles

of UHF and remove the value of converting to all-channel receivers."

Mr. Overmyer pointed out that all three communities fall within the WDHQ-TV grade B contour, and added that the microwave would provide coverage from Chicago to a market already saturated with TV signals.

Storer Broadcasting Co., licensee of WSPD-TV Toledo, earlier had asked the commission to dismiss the Video Service application (BROADCASTING, Aug. 30).

New NAB group to stress American values

Charles Crutchfield, president of Jefferson Standard Broadcasting Co., last week was named to head a special National Association of Broadcasters committee that will look into broadcasters using their facilities and community leadership to improve the social and moral climate.

The committee, which will hold its first meeting in Washington, Thursday

(Sept. 9), will seek to reverse the trend toward "a deterioration of ethical and moral standards in the United States and build a positive recognition of American values," NAB said.

Other members of the committee are: A. Louis Read, executive vice president, WDSU-AM-FM-TV New Orleans; Ward Quaal, president of WGN-AM-TV Chicago; John F. Box Jr., managing director, Balaban Stations, St. Louis; Carl E. Lee, executive vice president, WKZO-AM-TV Kalamazoo, Mich., and Harold Essex, president WSJS-AM-FM-TV Winston-Salem, N. C.

Media reports . . .

Diversification ■ California Television Corp., licensee of KCRA-AM-FM-TV Sacramento, Calif., in a diversification venture, has become owner of the Broili-Parks Co., distributor of Zenith radios and receivers and record players for northern California and Nevada. CTC is owned by Mrs. E. C. Kelly, Robert E. Kelly and John S. Kelly.



WTWO signs on as new VHF in Terre Haute

Last Wednesday (Sept. 1) WTWO (TV) Terre Haute, Ind., went on the air according to schedule. The new station, popularly known as "W-2," is the product of nine years of license applications by the officers of Indiana Telecasting Corp. Serving western Indiana and eastern Illinois, the channel 2 outlet will be a primary NBC affiliate and secondary ABC affiliate.

It has facilities for network, slide and film color.

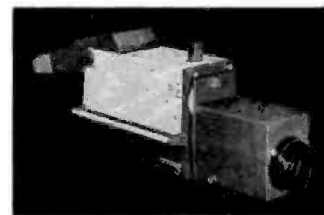
Handling the controls at the opening are (l-r, standing): Robert Beall, sales manager; John T. Gelder, vice president and general manager, and J. R. Livesay, president. Seated: Bill Evans, operations manager, and Nile Hunt, chief engineer. Not shown are H. Ralph Johnston, secretary, and George O. Nichols, treasurer.



New Ampex VR-660B Videotape* recorder has Electronic Editing and the lowest price tag ever.

Now the world's first broadcast-quality portable Videotape recorder offers more for your money than ever. Exclusive Ampex Electronic Editing speeds up production, lets you insert new material for old, gives you complete control of both video and audio. You can record events from sit-ins to speed trials—play back on air directly from the 660B (it exceeds all FCC requirements for broadcast stability). You can tape up to 5 hours on a single reel of Ampex 145 Series tape; produce program material or commercials on location. Two audio channels are standard equipment. You can add music or sound effects without erasing the original track; you can mix the two as they come off tape to your system. You'd expect a higher price tag with all this, but no. The VR-660B even with Electronic Editing costs nearly \$3,000 *less* than the old VR-660. We've extended the head warranty to 500 hours, with a spare set of heads included. Want more information? Ask your Ampex sales engineer, or write to: Ampex Corporation, Redwood City, California.

New Marconi Mark V Camera—Solid-state 4½" I.O. camera chain offers famous Marconi "hands-off" stability, and new easy-to-use operating controls. Tilting viewfinder is detachable. New 10 to 1 zoom lens with servo controls adds new precision to camera work. Full details on request.



AMPEX

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IRS weighs plea on film ruling

More latitude in methods of amortization asked by financial group and NAB

After more than a year of study and planning (BROADCASTING, May 25, 1964), broadcasters have laid their case for liberalization of film amortization rules at the door of the Internal Revenue Service. IRS is studying the presentation of the Institute of Broadcasting Financial Management and National Association of Broadcasters to see if the ruling warrants reconsideration.

The controversial 1962 ruling, 6220, allows amortization only on a straight-line basis over the life of the contract. The IBFM-NAB brief asks IRS to allow amortization on the basis of "good accounting practice."

Broadcasters contend that straight-line amortization, although beneficial to some stations, is very costly to others. There are other methods, they say, that could be equitably applied since the purchase of film, its time slot on the air and its sales value can vary from station to station and rerun to rerun.

Other Methods ■ In addition to the straight-line method, there are two other major schedules used for amortization: accelerated and installment payment.

Under straight-line an equal amount is charged annually over the length of the contract. The accelerated method calls for steadily decreasing payments under the theory that the first run is worth more than the second run, the second more valuable than the third, etc. A third method of depreciation would be followed if the films were paid for on the installment plan.

The IBFM-NAB brief was prepared and presented to IRS by the Price Waterhouse accounting firm. Taking part in the project were Blaine Whipple, KSL-AM-FM-TV Salt Lake City; William E. Bishop, Time Inc.; Joseph K. Mikita, Westinghouse Broadcasting;

Max H. Bice, KTNT-AM-FM-TV Tacoma-Seattle; Richard Stakes, WMAL-AM-FM-TV Washington, all representing IBFM; Douglas A. Anello, NAB general counsel, and William L. Walker, director of NAB's broadcast management department, and Roscoe Egger of Price Waterhouse.

Paramount reports doubled profits

Paramount Pictures Corp. management, in the midst of a battle with two insurgent members of its board of directors, last week released a second-quarter statement showing profits soaring to \$1.94 a share from \$0.92 per share in the comparable 1964 period.

The company offered no comment on operations during the quarter. No gross revenue figures were reported.

A week earlier Paramount brought suit in district court in New York to rid its board of Herbert Siegel, chairman of Baldwin-Montrose Chemical Co., and Ernest Martin, principal in a Broadway production company (BROADCASTING, Aug. 30). Messrs. Siegel and Martin have presented a motion in New York Supreme Court to be allowed inspection of company records.

Paramount management charges the two insurgents with a conflict of interest in that Baldwin-Montrose has 70% ownership of General Artists Corp., talent agency and television program packager. A hearing on Paramount's case was postponed from last Tuesday for at least two weeks.

Six months ended July 3:

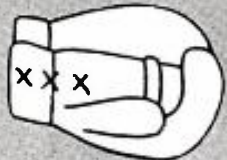
	1965	1964
Earned per share from operations	\$3.33	\$1.57*
Operating earnings	5,252,000	2,519,000
*Excludes nonrecurring profit of \$5.13 per share on sale of KTLA(TV) Los Angeles and another investment.		

Financial group sets L. A. meeting agenda

About 200 members and guests of the Institute of Broadcasting Financial Management are expected to attend the IBFM's annual conference, Sept. 21-23 at the Hotel Continental in Los Angeles.

The guest speakers include: Charles Fries, vice president and executive production manager, Screen Gems, Hollywood, at the Tuesday, Sept. 21 luncheon; Thomas E. Carroll, special assistant to the director of planning, Book Division, Time-Life Inc., New York, at the Wednesday, Sept. 22 banquet, and Chick Hearn, air personality, KNBC(TV) Los

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looking, all year 'round, whenever they need information). The 1966 **BROADCASTING YEARBOOK** soon goes to press, packing a power-punch of data between its covers that will serve the needs of over 20,000 subscribers in broadcast advertising. If you have some facts of your own for them, your message will enjoy a guaranteed gate of profitable attention month after month. There's still time before the first round bell; deadline for proofs, Sept. 21; final deadline Oct. 1. **Call or wire collect to reserve space.**

Broadcasting
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Angeles, at the Thursday, Sept. 23 luncheon. The Wednesday luncheon speaker has not been named.

Titles of topics for the workshops and panels at the Tuesday session are: "Broadcasting Industry Total System"; "Labor Management Review"; "Group Financial Problems"; "Film, Talent and Other Contracts"; "Station Administration Problems."

On Wednesday's agenda are: a general membership meeting; "FCC License Renewals"; "Does Your Billing Have Bugs?"; "Broadcasting Taxation: Current Developments."

Thursday's morning-only schedule calls for: "Why Budgeting?", and "Music Licensing Updated."

Five new members will be elected to the IBFM board.

Cosmos shows jump in earnings and revenues

The net earnings of Cosmos Broadcasting Corp. for the first six months of 1965 increased 50.6% over the first six months of 1964. During the same period net operating revenues increased 54%.

Cosmos Broadcasting, which acquired WTOL-TV Toledo, Ohio, in April, also owns WIS-AM-TV Columbia, S. C. and WSFA-TV Montgomery, Ala.

Prior to the Toledo acquisition Cosmos was known as Broadcasting Co. of the South. The subsidiary Cosmos Cablevision Corp. now has operating community antenna systems in Sumter and Florence, both South Carolina, and has a system under construction in North Augusta, S. C.

Six months ended June 30:

	1965	1964
Earnings per share	\$1.53	\$1.02
Net earnings	383,100	254,326
Net operating revenues	2,479,738	1,613,184
Shares outstanding	250,000	250,000

Teleprompter shows six-month increases

Teleprompter Corp.'s gross revenue for the first six months of 1965 was up 12% over the figure for the first six months of 1964. Irving B. Kahn, president of the New York firm, said the figures do not include operating results of the four New York master antenna companies which were acquired recently.

Teleprompter is one of the nation's largest multiple community antenna television owners with more than 17 systems and some 46,000 subscribers.

Six months ended June 30:

	1965	1964
Earnings per share	\$0.25	\$0.24
Net earnings	182,380	180,489
Gross income	2,587,940	2,295,218
Shares outstanding	744,300	737,609

BROADCASTING, September 6, 1965

1% rule out of phase with times

Broadcasters say FCC rule is unrealistic and will dry up financial sources; they want new categories set up

The day when the individual or small groups provided the financing for broadcasting in the United States has passed, at least so far as television is concerned. Today, it's multimillion-dollar corporations seeking profits, not control, that furnish the needed capital—and the FCC should alter its multiple-ownership rules to reflect these facts of modern economic life.

This was the burden of comments filed by broadcasters last week in the commission's notice of proposed rule-making and inquiry concerning its difficulties in applying rules in the face of the increasing number of licensee corporations whose stock is held by thousands of investors.

Principally at issue is the commission's use of 1% as a benchmark to indicate control of a corporation owned by 50 stockholders or more. Investors owning that much or more of two or more groups that, collectively, own more than the quota of stations allowed a single licensee, are in technical vio-

lation of the rules. So are the licensees involved, since the ownership interests of the stockholder are attributed to them.

Duopoly Rule ■ The same 1% standard has been used in applying the duopoly rule, which prohibits ownership of two stations of the same service in the same market. The commission's notice of rulemaking further suggested that duopoly rule limitation applies to "any" interests.

The 1% rule, the broadcasters said, is not only unrealistic but will dry up sources of financing needed by the industry to expand. Twenty-two licensee corporations, including some of the country's largest publicly held group owners, said in joint filing that a 1% limit would discourage institutional investors from seeking out broadcast properties for investment.

And ABC noted that financial experts have estimated that the 161 mutual funds that are members of the Investment Institute have \$1 billion invested



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NAB study lists daytimers' revenues

Although revenues in two market size categories showed slight decreases in dollar volume, four other classifications, in a financial survey of daytime-only stations, showed higher percentage of profit for 1964 over 1963.

The survey, conducted by the National Association of Broadcasters broadcast management department, is designed to give broadcasters a financial yardstick for comparing their operations.

Based on market size, the largest median profit, 8.3%, was found

among stations in markets with less than 10,000 persons. In markets of 10,000-25,000 population the median profit was 7.2%; 25,000-100,000 showed median profit of 6.2%; 100,000-500,000 had 3.8% median profit; 500,000-1 million had 2.6% median profit, and stations in markets of over 1 million had 3.6% median profit.

A median profit of 9.5% was shown by daytime stations whose revenues were \$100,000-\$250,000; 8.9% by stations with revenues of \$75,000-\$100,000; 7.9% by stations

with revenues of \$150,000-\$200,000 and over \$200,000; 6.2% by stations with \$50,000-\$75,000 revenues, and 2.6% for stations with less than \$50,000 in revenues.

The survey of 1964 financial data is the second daytime financial report made by NAB. The first survey was based on 448 usable returns from 1,964 stations for a 22.8% sample. The current report is based on 505 returns from 1,981 stations for a 25.4% sample. Questionnaires were sent to and the figures include stations not NAB members.

in widely traded broadcasting companies.

The broadcaster comments last week, like those of CBS filed two weeks ago (BROADCASTING, Aug. 30), urged the commission to adopt a more "realistic" standard for determining control. They said the 1% standard is not needed to promote the commission's objectives of preventing concentration of control of broadcasting media and of promoting a diversity of programming service.

The broadcasters recommended new standards ranging from 5% to 25%. They noted that Congress has used figures of 10%-25% in legislation to establish "presumptions of control" of corporations.

Some, like the 22 licensees in the joint comment, would apply the liberalized standard only to institutional investors, such as investment, trust, or insurance companies, and banks. Others would apply a liberalized standard to all investors.

Proposal Endorsed ■ Most of those commenting endorsed the commission's proposal that the agency move against a stockholder violating the rules rather than the licensee corporation. However,

they doubted if the commission could employ its cease-and-desist powers against a stockholder without a grant of authority from Congress.

The 22 licensees, whose comment reflected a year of research, said with the cost of television properties exceeding \$5 million and with program production costs soaring, "the day of the individual entrepreneur or a very small group of business friends and associates is gone, insofar as is the construction or purchase and operation of a single television station is concerned."

They noted also that, in modern, widely held corporations, the "impact of ownership" is felt only where managers are owners, and that institutional investors are interested in investing in soundly managed corporations—not in influencing management.

Accordingly, they urged the commission to establish a new category of broadcast company—a "widely traded broadcast company"—and a new category of stockholders, which would be limited to institutional shareowners.

The broadcast holdings of such an investor, they said, should not be considered to determine a multiple-owner-

ship rule violation unless the investor has the "ultimate power" over more than 10% of a widely held corporation's voting stock, or unless an officer or board member of the company is a representative of the institutional investor.

Exemptions ■ The recommendation, thus, would exempt even from the limitation of the liberalized standard such firms as brokerage houses that might hold stock for a customer who retains voting control.

The 22, however, would continue to require licensee corporations to report owners of 1% or more of their stock to the FCC. They also recommended arming the commission with statutory power to require investment companies to inform the licensee of the identity of persons for whom they are holding stock.

NBC and ABC, in their comments, cast doubt on the commission's own interpretations of its rules. NBC said 1% was intended as a minimum percentage below which the commission would not be interested. NBC pointed out that a note to the multiple-ownership rules states "only those stockholders need be considered who directly or indirectly own 1% or more of the outstanding voting stock."

And ABC said the commission's statement in the notice that the agency has "consistently refused to permit any common ownership between broadcast stations in the same service in the same city is definitely untrue." The network said "there are literally hundreds of instances where individuals . . . have acquired 100 shares or more . . . in two publicly held corporations, which own AM, FM or TV stations in the same city."

ABC's recommendations for rule changes—as well as revisions proposed by General Electric parallel those of the 22 in the joint comment. NBC suggested that the benchmark for determining actual control be 20% for



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licensees and 25% for parent companies. The network would apply the standard to all investors.

Precedent ■ NBC noted that these are the standards used by Congress in setting limits, in the Communications Act, on the amount of stock that aliens might acquire in broadcasting companies and their parent corporations.

The network suggested that the standards could be modified in cases where the commission believed less than 10% constituted control.

A 10% standard applicable to all investors was advocated by KDAL Duluth, Minn.; WGN-AM-TV Chicago, and WPIX-TV-FM New York, all owned by the Tribune Co. They noted that commission rules providing that any interests constituting "actual working control" are considered in applying the rules provide an effective safeguard in "those extremely rare situations where a holding of less than 1% enables a person" to exercise "considerable" influence in the management of a corporation.

Scripps-Howard Broadcasting Co., one of the 22 licensees that participated in the joint filing, supplied a supplementary comment suggesting that a separate standard of 5% be used in the case of noninstitutional investors holding stock in intermediate size companies—those with between 50 and 500 stockholders.

The recommendation is tailored to fit a Scripps-Howard problem. The company, which owns four VHF's, is controlled by the Edward W. Scripps Trust, which has a 2% interest in the Evening News Association, licensee of WWJ-TV (ch. 4) Detroit. Since the Evening News has more than 50 stockholders (but less than 500), the 1% standard of the multiple ownership rules applies to that company. Accordingly, the 2% stock interest which the trust owns in the Evening News Association must be attributed to Scripps-Howard, and the four VHF's owned by Scripps-Howard must be attributed to the Evening News Association. "Thus under the rule," Scripps-Howard noted, "neither Scripps-Howard nor the Evening News Association can acquire an ownership interest in another VHF station."

The other licensees that participated in the joint filing are Atlantic Video Corp., Capital Cities Broadcasting Corp., Chris-Craft Industries Inc., Cox Broadcasting Corp., Crosley Broadcasting Corp., Crowell-Collier Broadcasting Corp., Gross Telecasting Inc., Jefferson Standard Life Insurance Co., Meredith Broadcasting Co., Metromedia Inc., Plough Broadcasting Co., RKO General Inc., Rollins Inc., Rust Craft Greeting Cards Inc., Storer Broadcasting Co., Taft Broadcasting Co., Time-Life Broadcast Inc., United Television Inc., Westinghouse Broadcasting Co., Wometco Enterprises Inc., and WSM Inc.

Big stock offering planned by Ameco

Ameco Inc., one of the major manufacturers of community antenna equipment, has filed a registration statement with the Securities & Exchange Commission in Washington proposing to sell 400,000 shares of common stock to the public.

The company plans to sell the \$1 par value shares for an estimated \$21 per share. Hornblower & Weeks-Hemphill, Noyes is the principal underwriter.

Of the 400,000 shares to be placed on the market, half is being sold by Ameco through the issuance of additional stock already authorized; the other 200,000 is being sold by Bruce Merrill, president and owner of the Phoenix - based firm.



Mr. Merrill

After the sale, Mr. Merrill will own personally and through trusts 66⅔% of the 1.2 million shares to be outstanding.

Ameco, organized in 1952 as Antennavision Inc., became Ameco in 1962. In 1959 Mr. Merrill bought out six other stockholders to become the sole shareholder. In addition to manufacturing CATV equipment, the company also constructs CATV systems and furnishes engineering and consulting services to that industry.

The registration indicates that in 1965, 30% of Ameco's total revenues came from business with affiliated companies. These are American Cable Television Inc., which is the holding company for 20 CATV systems serving about 20,000 customers, and American Television Relay Inc., a microwave relay company which serves 26 CATV systems in five states. Both of these CATV companies are also owned by Mr. Merrill.

For the year ended June 30, Ameco reported net revenues of \$9.5 million and net profits after taxes of \$900,000. Of the company's \$8.5 million assets as of June 30, total current assets amounted to \$7.3 million; total current liabilities, \$2.3 million, and long term indebtedness, \$3.2 million. Retained earnings as of that date totaled \$1.2 million. Backlog of orders as of June 30 was \$4.6 million, the registration showed. It also reported that Mr. Merrill received in the aggregate \$98,280 for the year ended June 30.

Two months ago, Mr. Merrill announced that he had arranged a \$12.1

million loan from five banks and lending institutions. Of this amount, \$3 million went into Ameco (BROADCASTING, July 26).

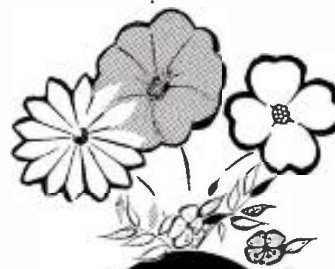
Also in July, Mr. Merrill sold off five of his American Cable Television community antenna systems to LIN Broadcasting Co. for \$4 million (BROADCASTING, July 26).

Another \$1 million for Abilene CATV

TV Cable Service of Abilene, Tex., owner of a community antenna system in that city, has received an additional \$1 million from Texas Capital Corp., Georgetown, Tex., it was announced last week. This brings to \$1,882,000 the total commitment by Texas Capital in the Abilene CATV system. Texas Capital also holds a 34% equity in the CATV company, which serves its 2,250 customers with the two local Abilene channels, plus three other signals from Dallas and Fort Worth, carried to Abilene via microwave. The Abilene company also is constructing a CATV system in Sweetwater, Tex. Texas Capital has advanced \$300,000 for the construction of this system.

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All-color for local newsfilm

40-minute color processing enables WMAL-TV to convert all news from monochrome

The last gap in total conversion to locally originated color programming will be filled Oct. 1, when WMAL-TV Washington begins running all its locally shot newsfilm in color. The key to this move was the installation in late July of a color-film processor, the FE-30, which can deliver finished films in 40 minutes. Black-and-white processing takes about 15 minutes.

Built by Filmline Corp., Milford, Conn., to specifications set by Eastman Kodak Co., the color processor will handle 30 feet per minute. A working model, it may also be the last of its type since Filmline is now working on a much shorter, although slightly wider color unit designed for 50 feet per minute, with a running time of 20-25 minutes. The FE-30 at WMAL is 18 feet long and about three feet wide.

Robert Bell, manager of film processing at WMAL-TV, said the FE-30 had already processed 5,200 feet in test runs and was operating perfectly. The unit processes Ektachrome ME-4 film with a tungsten rating of 80 and daylight rating of 125 with filter. He said these speeds are identical to the duPont black-and-white reversal film now used



Robert Bell, manager of film processing, checks the FE-30.

by the station, so location lighting problems will be minimal.

The FE-30, which had a base price of about \$25,000, cost between \$30,000 and \$35,000 when WMAL-TV finished putting modifications in it.

High Temperature — The key to the system, which is said to be the first designed to fit into existing TV station facilities, was the prehardener that conditions the emulsion. Since the unit runs at 100 degrees, the prehardener was needed to keep the color from running. Other units, Mr. Bell said, run at slower speeds but need temperatures of only 68 to 75 degrees.

With the FE-30 there is no need for a photographic chemist to mix chemicals. The prepackaged chemicals, created by Kodak, Mr. Bell felt, are the "big breakthrough" in creating the

new high-speed process.

Before the FE-30 was installed, he said, all color processing was handled by outside plants. These firms will still get the bulk of the station's color film to be used in documentaries, but the on-the-scene color coverage will all be processed within the shop. The station is now running 1,000 to 1,200 feet of black-and-white a day, and this figure, Mr. Bell said, is on the rise.

Fred Houwink, vice president and general manager of the station, said shooting newsfilm entirely in color will be about double the cost of black-and-white. However, he said, the technical costs are a minor item in the station's total news budget.

Earlier Mr. Houwink had announced an \$850,000 expenditure for the station's color conversion. This includes four Norelco color cameras, a General Electric color film chain and three video-tape color conversion kits.

EIA reports set sales for six months

Sales of black-and-white TV sets by manufacturers to distributors were down 1.6% for the first six months of 1965, although production was up by almost the same percentage (1.8%) for the same period, compared to January-June of 1964.

But color TV production surged

upward for the half year mark, 80% above the same period in 1964. And FM radio production continued its upward climb; with 1965's six months up by 72.4% over 1964's.

The figures were reported by the Electronic Industries Association last week:

Period	SALES TV		Total	Radio
	Monochrome	Color		
Jan.-June 1965	3,386,935		5,112,766*	With FM
Jan.-June 1964	3,443,073		4,019,448	
Period	PRODUCTION		Total	Radio
	Monochrome	Color		
Jan.-June 1965	3,962,334	1,083,093	11,579,463**	1,410,418
Jan.-June 1964	3,893,456	599,345	8,939,238	818,255

*Excluding auto radio sales.

**Includes 5,043,154 auto radios compared to 4,160,047 in same period in 1964.

D.C. engineering meet to focus on CATV

Community antenna television will be a featured subject at the annual broadcast symposium held in Washington Sept. 22-25 under the sponsorship of the broadcasting group of the Institute of Electrical & Electronic Engineers.

In addition to a discussion of CATV technical standards, to be presented by consulting engineer Rodney Chipp, a panel on CATV is also scheduled. Members of the panel: James B. Sheridan, FCC Broadcast Bureau chief; George Bartlett, National Association of Broadcasters; Harold Phillips, Fidelity Cables Inc.; James Butts, KBTW(TV) Denver; Richard K. Blackburn, WHCC-

tv Rochester, N. Y., and Archer S. Taylor, Cablesystems Inc.

Other highlights of the two and a half day meeting: report on remote control of a TV transmitter at WRLP (TV) Greenfield, Mass., by David A. Baldyga, Townsend Associates; level adjustment of audio signals by means of a solid state attenuator, by Roger Beck, McCurdy Radio Industries; operational experience with Plumbicon color cameras, by R. T. Cavanagh, North American Philips Co.

George H. Brown, vice president for research, RCA, will be the banquet speaker, Sept. 24.

Narrower bandwidths offered in new patent

Possibility of a huge expansion in the capability of community antenna systems, as well as the use of FM broadcast stations to broadcast pictures on a closed-circuit basis, is seen in a newly patented invention which is said to permit the transmission of TV pictures in the equivalent of three 10-kc radio channels, a bandwidth that's 1/150th of the 4.5 mc channel width now used in TV.

The patent (No. 3,204,026) was issued Aug. 31 by the U. S. Patent Office to George D. Doundoulakis, a New York electronics engineer, and assigned to William J. Casey, a New York attorney who is president of Sonic Vee Corp. Associated with the group is Ira Kamen, a broadcast electronics consulting engineer.

The narrow bandwidth scanning system, using the principle of velocity scanning, permits information compression so that only changes in a scene are transmitted. Since most of the scene is usually static for long intervals (e.g., a baseball game), a TV picture can thus be sent over a 30-kc band. The theory of information compression has been known since the early 1940's.

Principal use of the new system is seen in CATV; instead of expensive wideband coaxial lines, about nine telephone circuits could be used (each telephone circuit carries 3.5 kc). This might permit CATV systems to branch out in coverage from densely populated built-up residential areas to more sparsely populated rural areas.

Also seen as a potential for the new system, according to Mr. Kamen, is the transmission of TV pictures by FM broadcast stations via subcarrier sidebands. One use, envisioned by Mr. Kamen, is the transmission by FM stations of stock market quotations.

The system could also be used in other closed-circuit TV operations, as well as for intercity and intercontinental "long lines" transmission.

More rectangular color tubes planned for '66

Two Chicago set manufacturers, Motorola, Inc. and Admiral Corp., disclosed last week they are going to manufacture new 21-inch rectangular color television picture tubes and add them to their color set lines next year. Both firms have major color picture tube manufacturing plants under construction.

Motorola two years ago pioneered the rectangular color picture tube format with its 23-inch tube which now is produced by National Video Corp., Chicago. Motorola starts pilot production of its new 21-inch tube next month. It has been developed in cooperation with Owens Illinois Inc., glass manufacturer, which will make the glass available to others after Motorola's needs are met.

Admiral said its new 21-inch tube will be produced by National Video. Admiral also reported that it will begin production of its own 25-inch rectangular color tubes the middle of the month at its new color-tube plant in Chicago. The tube making facility cost nearly \$18 million. Motorola's tube plant is a \$10 million investment.

Other present color picture tube sizes

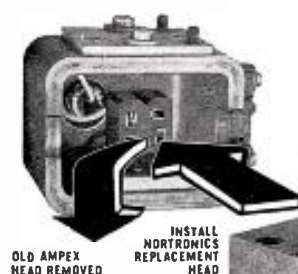
include a 19-inch model which Admiral will put into its color portable due this fall, plus a 15-inch one which RCA is to issue in a color portable, and a 11-inch tube which is featured in General Electric's color portable. The original standard color tube, the RCA-developed 21-inch round tube, is expected to be phased out of set manufacture by 1967.

Marks quits Comsat post to take USIA position

Leonard H. Marks, who assumed directorship of the United States Information Agency on Sept. 1, has resigned as a director of the Communications Satellite Corp.

Mr. Marks, Washington communications attorney and former FCC legal executive, was one of the original Comsat incorporators appointed by the late President John F. Kennedy. He was elected a director representing public stockholders at the first stockholders meeting Oct. 15, 1962.

President Johnson nominated Mr. Marks to the USIA post last July to succeed Carl T. Rowan, who had resigned (BROADCASTING, July 19). The Senate confirmed Mr. Marks later that month.



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Ingredients for a prepackaged station

KAMEN OFFERS PLAN FOR SMALL COMMUNITY UHF'S

The FCC's proposal to provide for a new class of low-power, community TV stations on the upper UHF channels last week received the support of a design and consulting organization that says it's ready to ease the way into broadcasting for those who want to operate a community station.

Kamen Associates of New York, in a comment filed with the commission last week, said it has a package plan that makes small U's "feasible" for small communities. It includes everything from \$100,000 worth of financing to a stamp plan that Kamen associates said will encourage conversion to UHF sets.

A commission notice of rulemaking envisages the use of channels 70-83 by stations employing a maximum of 10 kw of power and an antenna of no more than 300 feet (BROADCASTING, June 14). Kamen Associates said it has prepared architectural drawings of a community station which could be operated by a single "energetic, fast-thinking young man."

GE Equipment ■ The plan is built around a General Electric capsule-type monitor-camera with 100 w transmitter. The cost of the GE equipment would be about \$75,000, and an antenna, from Charger Electronics Systems Inc., together with associate engineering, another \$25,000, according to the comment.

Kamen Associates said that it would offer the plan under a lease-buy back arrangement providing for payments of \$2,500 per month for five years, after a transfer payment of \$5,000. The firm's head, Ira Kamen, said the financing would be available through a New York leasing corporation.

The architectural drawings of the station would be provided by Kamen but the operator would have to arrange

for its construction, as well as for financing the cost of other "irretrievable" items, such as land and furnishings. The comment estimated that \$3,000 a month could pay off the cost of a community station.

Kamen said it plans to build a prototype station in an area that meets the requirements laid down in the commission rulemaking in order to demonstrate how such stations can serve local needs.

Under the trading stamp plan, as outlined in the comment, merchants in a community would distribute stamps that could be redeemed in UHF antenna installations and/or set conversions to UHF. Mr. Kamen explained that the merchants would buy the stamps from the stations, and the stations, in turn, would redeem the stamps in cash when they are turned in by the servicemen employed to convert the sets.

How does Kamen benefit from its services? Mr. Kamen said the firm has an interest in the antenna that would be used, and that it would acquire, and profit on, the GE equipment to be sold to the operators. In addition, engineering fees are figured into the monthly rate that operators would pay for the \$100,000 worth of financing.

Translator Operators ■ The proposal for low-power community stations was greeted with far less enthusiasm by the Tri-State TV Translator Association, which also filed a comment on the matter last week.

Tri-State, which is composed of some 400 translator clubs and organizations that provide service for some 400,000 viewers in Idaho, Montana and Wyoming, expressed doubt that, because of their low power, community stations would be able to reach out far enough to serve rural areas.

It seemed particularly concerned,

however, over the potential loss of channels 70-83, which it said have been useful in translator service. It asked that if they must be used for community stations, the commission require those stations to protect co-channel translators.

Tri-State said highly directionalized mountain-top UHF translators have been used to beam television signals as much as 120 miles to low-power VHF translators serving small towns and viewers living in valleys and other secluded areas.

Comsat asks for plans for Pacific stations

The Communications Satellite Corp. has asked 29 manufacturers to submit proposals for communications and control equipment for two satellite communications earth stations, in Washington state and in Hawaii.

The two stations, to be established for a trans-Pacific link with Japan and other Far East nations via satellite to be placed into orbit next year, are expected to cost \$6 million each, and to be completed in about 12 months. Comsat now operates an east coast earth station at Andover, Me., which is used in conjunction with the Early Bird satellite for trans-Atlantic communications.

The ground station equipment will be integrated with antenna systems to be purchased separately. Proposals are requested by Sept. 30. An architectural and engineering design contract has already been awarded for the two stations.

Nimbus pickups offered with new gear

Television broadcasters who have been anxious to show their viewers what the sky looks like over their towns are going to have that opportunity. Scientific-Atlanta Inc., Atlanta, is offering what it calls "Weather-Scope," a package of instruments that will work with the new Nimbus meteorological satellite, due to be orbited next spring.

The equipment consists of a crossed-yagi antenna, a large synchro-drive position indicator, a dual conversion superheterodyne receiver with high resolution oscilloscope and recording camera, and an RF amplifier and first local oscillator converter at the antenna pedestal. Price: \$10,000.

Broadcasters will be able to tune in on the Nimbus broadcasts of cloud cover when the satellite is in the station's vicinity, photograph the video picture of the cloud cover and broad-

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cast it to viewers during regular weather programs. This was done on an experimental basis last year by WSM-TV and WLAC-TV Nashville, using equipment designed by their own staffs.

Nimbus 2 will orbit at a height of 500 to 600 miles above the earth, and will complete each polar orbit in about 100 minutes. This will permit three daytime orbits to be reached on the ground with the Weather-Scope gear; Nimbus will also broadcast cloud pictures at night through the use of infrared sensors; this will require additional equipment in order to record.

Technical topics . . .

Light and small ■ RCA introduced a subminiature, lavalier dynamic microphone for TV use at the Wescon show last week. The BK-12A is the lightest and smallest microphone RCA has ever offered. It weighs under three-quarters of an ounce and is only one and one-half inches long and three-quarters of

an inch in diameter. Nondirectional with a frequency response range of 60 to 18,000 cps., its optional distributor price is \$95.

Shadow TV ■ Maryland Telecommunications Inc., Cockeysville, Md., announces production of a new low-light level TV camera, the VC-6, with four-lens turret and fully transistorized separate camera-viewfinder. VC-6 will produce over 800 horizontal TV lines at 0.3 foot candles and 500 lines at 0.04 foot candles. Optional transistorized audio circuitry is available.

GE fuel cells may power broadcast equipment

Communications here on earth may benefit from a device recently orbited with astronauts Gordon Cooper and Charles Conrad.

Remote TV cameras and radio sets may become users of new 12-watt fuel cells developed from stronger-powered

devices used on the Gemini 5 flight, according to their manufacturer, General Electric Co., New York.

The fuel cells, which Dr. Arthur M. Bueche, GE vice president for research, considers "the first practical major power source to be developed since atomic energy," operate like the Gemini 5 fuel cells of 2,000 watts, which convert chemical energy into electricity without steaming water beforehand. Equipped with a hydrogen supply, the small fuel cells absorb oxygen from the air. Their life span of up to 11 days of uninterrupted service is said to power electricity to a 70% peak efficiency, 30% better than standard turbogenerators.

Dr. Bueche indicated that the commercial market for the fuel cells would expand as more powerful units are tested and improved. Among other suggested uses for the device were remote communications equipment, radar sets, sonobuoys (transmission units from isolated ocean areas), campers supplies and outdoor units using electric supply.

FANFARE

Radio-TV campaign set for Patty Duke movie

An extensive tie-in promotion has been arranged between United Artists and ABC-TV and ABC Radio to back the national opening this week of UA's new motion picture "Billie," starring Patty Duke.

One-minute and five-minute "featu-ettes" promoting the film and also mentioning ABC-TV's *Patty Duke Show* have been scheduled on ABC-TV's affiliated stations, while ABC Radio affiliates are broadcasting reminders of the film's local opening date and of the network's TV series.

In addition, a variety of related contests and merchandising promotions are being advanced co-operatively by UA and ABC's affiliates.

D.C. debut slated for self-regulation film

"The People vs. Dr. Buzzard," a 12½-minute film promoting self-regulation by broadcasters, will have its premiere before a VIP audience in Washington on Sept. 20.

The film, produced by Electra Films, New York, for the National Association of Broadcasters Code Authority, will be shown that evening to members of the radio code board—who are meeting Sept. 20-21—and to members of Congress, the FCC and Federal Trade Com-

mission and other government officials. The film contains live and animated sequences.

Narrated by Bob Hope, the film, with Dr. Buzzard as the enemy of broadcasters, contains live and animated sequences in color, black-and-white and sepia tone. The film will be available for purchase or rental from the code by member stations. It is designed for on-air showing as well as screenings before industry and civic groups.

Drumbeats . . .

Console gift ■ The University of Wyoming recently received a key piece of communications laboratory equipment from KTWO-AM-TV Casper, Wyo. The \$3,000 gift is a Gates "President" model solid-state audio console which will be installed for use this month.

What contest? ■ WEEI Boston has conducted a daily prize drawing which, as it readily admits, does not really come under the category of "contest" at all. Entrants simply sent in name, address, and phone number on a post card. Daily winners, who received transistor radios, were drawn during WEEI's three-hour morning news program *A.M. Report*. The mailing marathon drew 94,676 entries from all six New England States.

Nebraskan citation ■ Merle S. Jones, president of CBS-TV Stations Division and also a native Nebraskan, will be cited for his "international leadership in broadcasting." This is the second such

award presented to a fellow Nebraskan by the Nebraska Broadcasters Association and will be given at NBA's annual meeting, Sept. 20.

Pocket 'Perspective' ■ "Vietnam Perspective," the CBS-TV news specials, presented in four one-hour reports (Aug. 9, 16, 23, and Sept. 6), will be converted to a Pocket Book publication of four chapters, closely related to telecasts with pictures and maps. Series included top military and diplomatic leaders. The \$1 book form will have a foreword by Walter Cronkite, and preface by Harry Reasoner, both correspondents in the TV series.

Seven get CATV prizes

Blonder-Tongue Laboratories Inc., Newark, N. J., has named seven winners to its instrument contest held at the July National Community Television Association Convention in Denver. Recipients guessed the correct number of Blonder-Tongue "Stinger" pressure taps in a fish bowl.

The first prize of a U/V sweep generator went to Allen C. Harmes, Palace Trans Video, Mitchell, S. D., while six 7-step UHF/VHF switch attenuators were awarded to J. Londoner, ITT; Federal Electric Co., Paramus, N. J.; A. E. Martin, Tele-Vue Cable Co., Livingston, Tex.; Jay K. Hubbell, MPATI, Lafayette, Ind.; Colonel Dew. Schatzel, A. Earl Cullum Jr. & Associates, Dallas; Howard P. Lewis, Winchester TV Cable Co., Winchester, Va., and H. H. Wagner, Community Cable Corp., Prattsburg, N. Y.

Holmes leads U.S. to ITU Swiss meeting

The first plenipotentiary meeting of the International Telecommunications Union in six years begins at Montreux, Switzerland, Sept. 14. The meeting, which principally will be concerned with housekeeping, fiscal and other nontechnical matters, including the election of a new secretary general, is expected to run for two months. Gerald C. Gross, of the United States, is the present secretary general.

Chairman of the U.S. delegation will be Ambassador Julius C. Holmes, State Department. Vice chairmen are Rosel H. Hyde, FCC commissioner, and C. W. Loeber, acting director, telecommunications division, State Department. Other members: William H. Watkins and Marion H. Woodward, FCC; Dr. Arthur A. Lebel, Peter Roberts, James Wachob and William Turpin, State Department; Nathaniel White, Department of Defense, and the following industry representatives: James P. Veatch, RCA;

Edward Wepler, AT&T; Joseph Johnson, Western Union International; A. G. Bamby, ITT World Communications.

Also members of the U.S. delegation are Senators Frank J. Lausche (D-Ohio) and Hugh Scott (R-Pa.), and Representative Oren Harris (D-Ark.) and William L. Springer (R-Ill.). All are members of their respective Interstate and Foreign Commerce committees, with Representative Harris the chairman of the House unit; he also has been confirmed to be a federal judge in Arkansas and is expected to resign from Congress after this session.

Domestic talent protection

Canadian talent programs on Canadian television should be the only ones permitted advertising income tax deductions for sponsors, the Association of Canadian Television and Radio Artists urged in a brief to Canada's Finance Minister Walter Gordon. ACTRA proposed that Canadian advertisers not be allowed to deduct for income tax purposes imported television

programs, whether on film or live. The brief pointed out that such tax changes would encourage more use of Canadian talent, since foreign-produced shows can be imported at a fraction of the cost of a Canadian-produced show. They claimed Canadian advertisers and viewers were supporting the production of programs in other countries.

International film sales . . .

The Addams Family, *Sheena, Queen of the Jungle* (Charles Michelson): Thai-TV Bangkok.

Atom Ant, *Secret Squirrel* (NBC International Enterprises): Rediffusion Television Ltd., London.

Get Smart! (NBC International Enterprises): British Broadcasting Corp., London.

Man in Space (Seven Arts TV): CBWT-TV Winnipeg, CKX(TV) Brandon, and CSM(TV) Thompson, all Manitoba; CKOS-TV Yorkton, Sask. Purchased for Manitoba Telephone System, through Foster Advertising Agency, Winnipeg.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Horner

Lawrence E. Horner, account supervisor on Norwich Pharmacal account at Compton Advertising, New York, elected VP of agency.

James Lodge, VP and creative director at LaRue and Cleveland Advertising, Detroit, joins J. Walter Thompson Co., Los Angeles, as senior copywriter.

Michael M. Minchin Jr., VP in charge of professional services at Erwin Wasey, Los Angeles, appointed general manager of that office.

Herbert A. Arnold, senior account group supervisor at Norman, Craig & Kummel Inc., New York, elected senior VP.

Stuart Minton Jr. and **Thomas C. Sweiter**, account service supervisors with N. W. Ayer & Son Inc., New York, appointed VP's.

James K. Jurgensen, VP and account supervisor at Lilienfeld & Co., Chicago, promoted to senior VP.

Robert A. Buck, advertising manager for Pet Milk Co.'s Pet Evaporated Milk, St. Louis, promoted to VP-mar-

keting of Milk Products division, that company.

James R. Benedict, account executive with Young & Rubicam, New York, joins Foote, Cone & Belding that city, in same capacity.

Gary Seslar, manager of sales service for central division, ABC Radio network, Chicago, appointed account executive in sales department.

Paul E. Palmer, floor director for WBAL-TV Baltimore, joins KDKA-AM-FM Pittsburgh as account executive.

Tom Reeh, formerly sales-service manager with KSLA-TV Shreveport, La., named account executive with KTAL-TV Texarkana, Tex.-Shreveport.

Louis Severine, with KDKA-AM-FM Pittsburgh, joins AM Radio Sales Co., as account executive.

Maurice A. (Bud) Umans, joins Venet Advertising Co., New York, as account executive.

James P. (Pat) McDowd, account executive with KGBS Los Angeles, named general sales manager of station.

Patricia McKemie, media director for Harris & Weinstein Associates, Atlanta, promoted to account manager.

Thomas E. Parlette, art director, and **James A. Holechek**, account executive and publicity director, named VP's at

Emery Advertising Corp., Baltimore.

Lawrence Wechsler, group marketing director, Revlon Inc., New York, named VP of marketing services.

Allan Dordick, previously operating own agency in Chicago, joins Goodman Organization, Hollywood, as a senior account executive.

Kenneth Price, account executive at Cunningham & Walsh, New York, promoted to account supervisor.

Pat Frey, media supervisor at Erwin Wasey, Los Angeles, joins Doyle Dane Bernbach Inc., that city, as media buyer.

Vincent M. Petrilli, research director of Young & Rubicam, Chicago, named VP.



Mr. Schulze

William C. Schulze, account supervisor for Ketchum, MacLeod & Grove Inc., Pittsburgh, elected VP.

Nelson Carter, VP, Campbell-Ewald Co., Los Angeles, resigns to join faculty of California Western University, San Diego, as teacher of marketing and advertising.

David M. Close, marketing manager-beverages, for Beech-Nut Life Savers

Corp., New York, joins Stauffer, Colwell & Bayles Inc., that city, as account supervisor on Lever Brothers account.



Mr. Henry direct sales in New York for both Westinghouse stations.

Tom C. Feldman, national sales manager for WEBB Baltimore, appointed general sales manager. He takes on additional duties of local sales manager from **Ralph Barron**, who resigned.

Jack L. Cudd, Du Pont Co., Wilmington, Del., appointed director of advertising for Allied Van Lines Inc., Broadview, Ill.

Martin Rifkin, Helitzer, Waring & Wayne Inc., New York, rejoins Hicks & Greist Inc., that city, as operations manager.

Stan Marshall, account executive with WJBC Bloomington, Ill., named general sales manager at WPEO Peoria, Ill.

Christopher Duffy, advertising-promotion director, WCPO-AM-FM-TV Cincinnati, joins KYW-TV Philadelphia as advertising-sales promotion manager.

John Meelan, coordinator, enters information for NBC press department, New York, appointed administrator, sales promotion and planning, NBC International, that city.

Donald R. Hamlin, director of merchandising services for WXYZ-AM-FM Detroit, promoted to director of sales marketing and promotion. He succeeds **Martin G. Greenberg**, named account

executive (BROADCASTING, Aug. 30). **Beverly (Toni) Robinson**, sales promotion, promoted to sales promotion manager, serving as Mr. Hamlin's assistant.

James Hill, art director at Campbell-Ewald Co., Detroit, rejoins Cunningham & Walsh, New York, in same capacity.

Richard R. Huebner, group head on Revlon and Magee carpet accounts, Grey Advertising, New York, joins Foote, Cone & Belding, that city, as art director on Clairol account.

Hal Silvermintz, designer and film director, Elektra Films, New York, named design supervisor.

Robert Berry, VP of Glenn Advertising Inc., San Antonio, Tex., moves offices to company headquarters in Dallas.

Lee Stone, Midwest division of CBS Films, Chicago, joins Official Films, that city, as Midwest sales representative.

Diana Lee Davidson, formerly media buyer and office manager of Clyne-Maxon Agency, Minneapolis, joins Knox Reeves Advertising, there, as media buyer.

Rose Safran, promotion-advertising writer for *McCall's* magazine, joins Carson/Roberts, Los Angeles, as copywriter and public relations director.

Steve Weisberg, sales representative for Simon & Mogilner Co., Birmingham, Ala., joins Bishopric-Green-Fielden Inc., Miami, as traffic manager.

Steve Lutzker, formerly with Chester Gore Advertising Agency, New York, named radio-TV producer, Bliss/Grunewald, same city.

MEDIA



Mr. Shearer T. R. Shearer, VP of A. C. Nielsen Co., New York, and with that firm 31 years, named product manager, Nielsen TV Services, succeeding **C. G. Shaw**, executive VP in charge of sales and services for Nielsen Television Index and national audience composition services, who retired.

Albert N. McGrath, with Tri-State Transportation Committee, joint project of New York, New Jersey and Connecticut, joins National Association of Broadcasters as assistant to Howard Mandel, VP for research in New York.

Heber H. Smith, VP and western division manager for John Blair & Co. from 1953 to 1964, named VP and general manager of KABL Oakland, Calif., succeeding **Richard Wilcox**, who resigns

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to form own radio sales promotion firm. Mr. Smith has been in real estate for last 18 months.

Victor M. Knight, account executive for WXLW Indianapolis, joins WDBF Delray Beach, Fla., as executive VP and general manager.



James D. Mulla, director of research at WXYZ-TV since 1959, named director of research at WABC-TV New York.

Lee Bryant, KARK-AM-TV Little Rock, elected president of Arkansas Broadcasters Association. Others elected: **J. A. West Jr.**, KDMS and KRIL(FM) El Dorado, first VP; **Chester Pierce**, KADI Pine Bluff, second VP, and **Len Carl**, KAAV Little Rock, secretary-treasurer.

William Becker, wvow Logan, elected president of West Virginia Broadcasters Association. Other officers: **Robert Harvit**, WBTH Williamson, VP, and **Paul Miles**, WCAW Charleston, secretary-treasurer.

Dr. Richard M. Uray, head of radio-TV instruction program at University of South Carolina's School of Journalism, Columbia, will become executive man-

ager of South Carolina Broadcasters Association, effective Jan. 1, 1966. He will replace **Alderman Duncan**, who has held SCBA post on temporary basis.

Gordon Anderson, director of news and public affairs of Fetzer Broadcasting Co., WKZO-TV Kalamazoo, Mich., named administrator of community antenna TV, that company. Mr. Anderson will remain supervisor of news and public affairs with **Fred Douglas** named as acting news director. Named for CATV project are **James White**, sales manager, and **Arthur Covell**, chief engineer of WKZO-TV, as engineer.

William F. O'Shaughnessy, national sales service director for WNEW-AM-FM New York, named general manager of WVOX New Rochelle, N. Y.

Will I. Lewis, news director for WISH-TV Indianapolis, appointed general manager of WBUR(FM) Boston, and director of broadcasting for Boston University.

PROGRAMING

Bill Wheatley, program director of WIBG Philadelphia, named to same position at KFWB Los Angeles. He succeeds **Don French** who moves to Crowell-Collier Broadcasting Co. (Licensee of KFBW, KEWB Oakland-San Francisco, and KDWB St. Paul-Minneapolis) to plan and develop program ideas for all stations.

Boris D. Kaplan, executive producer at CBS-TV Hollywood, named to newly created position of director of nighttime programing.

Jim Reynolds, director at WTVJ(TV) Miami, joins WJW-TV Cleveland as producer-director.

James G. Schmidt, producer-director with WKYC-TV Cleveland, and **Alexander S. Dusek**, producer-director-writer with WNBC-TV New York, join KYW-TV Philadelphia, in same capacities.

Everett B. Wren, general manager of WOLF and Northeast Radio Network, both Syracuse, N. Y., named to newly created position of production director of WMCA New York.

Harry Heuston, production manager of WISH-TV Indianapolis, joins WANE-TV Fort Wayne, Ind., as program director.

John F. Bassett, program operations supervisor for WHDH-AM-FM Boston, promoted to program director, that station.

Anthony S. Ocepek, assistant advertising and promotion manager of KYW-TV Philadelphia, named advertising and promotion manager for Olas Corp., Gates Mills, Ohio.

Thomas R. Smart, production, and slide film director for Wilding Inc.,

Detroit, joins Van Praag Productions Inc., Detroit, as manager of midwestern division.

Myron B. (Bud) Weil Jr., free-lance producer of commercials and sports shows, joins Videotape Center, New York, as associate manager of estimating and scheduling. Mr. Weil replaces **Joel S. Stein**, appointed unit manager for ABC-TV Hollywood.

Leonard Feldman, research director for Harrington Righter and Parsons, joins Screen Gems Inc., Hollywood, as research manager.

Marvin L. Conn, named to manage administrative affairs of Closed Circuit Bingo Inc., Englewood, Colo.

Paul Cannon, air personality at WKNR Dearborn, Mich., promoted to assistant program manager.

NEWS



Mr. Brown

George R. Brown, who continues as director of news for WOR-AM-FM-TV New York, named director of news for all RKO General broadcasting stations. Other RKO General stations are WNAC-AM-FM and WRKO-FM, both Boston; KHJ-TV Los Angeles; CKLW-AM-FM-TV Detroit-Windsor; KFRC-AM-FM San Francisco; WGMS-AM-FM Washington; WHBQ-AM-TV Memphis.

Daniel Harker, Associated Press correspondent at Havana, appointed bureau chief at Bogota, Colombia. **Isaac M. Flores**, AP world services staff, succeeds Mr. Harker.



Mr. Wilbanks

Robert W. Wilbanks, member of WHO-AM-FM Des Moines news bureau, appointed news director of WHO-AM-FM-TV.

Bill Ballard, sports director for WITN-TV Washington, N. C., named news director.

Stuart Brown, Ford Foundation, New York, and **Louis N. Wagner**, news director for WTTM-AM-FM Trenton, N. J., join KYW Philadelphia, as news editors.

EQUIPMENT & ENGINEERING

J. Phil Franklin, VP and general manager of South Jersey Television Cable Co., Ventnor, N. J., appointed director of systems operations for Entron Inc., Silver Spring, Md.

Harry R. Seelen, general manager,

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RCA television picture tube division, New York, named VP of division, retaining position as general manager.

Meyer Marks, chief engineer for Telemotive division of Dynascan Corp., Chicago, joins tuner division of Standard Kollsman Industries Inc., Melrose Park, Ill., in newly created post of senior advanced development engineer.

C. Frank Cordaro, formerly VP and engineering head of Rahall stations, joins WRRG Spring Valley, N. Y., as chief engineer.

James Wulliman, chief engineer for WMVS(TV) and WMYT(TV), both Milwaukee noncommercial, joins WTMJ-AM-FM-TV, that city, as assistant chief engineer.

Marshall C. Lewis, manager of corporate communications for Bell & Howell, Chicago, named as director of advertising and sales promotion, that company.

FANFARE

Jack F. Gow, formerly eastern public relations manager for Tidewater Oil Co., New York, joins General Aniline & Film Corp., that city, as director of public relations.

Jerry Birdwell, promotion manager of KTLA(TV) Los Angeles, named, in addition, as publicity director.

William F. Dennis, licensing and merchandising departments, ABC Inc., New York, appointed director of mer-

chandising in charge of ABC Merchandising Inc., that city.

Beverlee Johnson joins Beckman Associates, Albany, N. Y., as head of newly created public relations department.

John Howard of CBS-TV publicity department, Hollywood, named trade news editor, succeeding **Don Anderson**, who resigned to become administrative assistant to Rep. James Corman (D-Calif.).

Fred Wolf, disc jockey for 20 years at WXYZ-AM-FM Detroit, and sports commentator, resigns to become director of public relations and advertising services, that station.

INTERNATIONAL

Sir John Fulton, former advisor to radio and broadcasting, appointed governor and vice chairman of British Broadcasting Corp., London.

Dennis Reader, managing director of GEC Ltd., London, appointed chairman of Erwin Wasey Ltd., that city.

Keith Belben, media controller, **Walter Gordon**, market research manager, **Brian Taylor**, account manager, and **Bob Walshe**, head of creative group, at Colman, Prentis and Varley Ltd., London, named executive directors.

Derek L. Andrews, deputy manager of Mathers International Ltd., London,

joins **David Williams and Partners** (Overseas) Ltd., that city, as associate director.

Harry Liebling, Rumble Crowther and Nicholas Ltd., London, division of Lonsdale-Hands Organization, appointed to the board as creative director.

H. Grant McCormick, design and field engineer, joins **Hoyles, Niblock and Associates**, Vancouver, B. C., as senior project engineer.

J. R. Williams, market research executive for Unilever Ltd., London, joins **Mather and Crowther Ltd.**, that city, as research group director.

John Morfey, head of promotion services at S. H. Benson Ltd., London, joins **Benton and Bowles Ltd.**, that city, as head of merchandising services. **Peter Darwent**, executive in charge of research at B&B, named associate director.

DEATHS

Russell Stewart, 56, announcer at KABC-TV Los Angeles, died Aug. 26 of cancer, at his home in North Hollywood, Calif.

William Ewing, 47, announcer at KABC-TV Los Angeles, died Aug. 27 on his return home from work.

Clifford Scholl, 37, disk jockey and jazz program director for WALK-AM-FM Patchogue, and WRIV Riverhead, both N. Y., died Aug. 21 in auto crash. He is survived by his wife, Carol, and two sons.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Aug. 26 through Sept. 1 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. unl.—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

APPLICATIONS

*Honolulu—University of Hawaii. VHF channel 11 (198-204 mc); unl.; ERP 149 kw vis., 29.8 kw aur. Ant. height above average terrain —82.75 ft., above ground 436 ft. P.O. address c/o Thomas H. Hamilton, president, 1801 University Ave., Honolulu. Estimated

construction cost \$233,060; first year operating cost \$183,208; revenue \$251,457. Studio and trans. locations both Honolulu. Geographic coordinates 21° 17' 45.7" north latitude, 157° 50' 35.7" west longitude. Type trans. RCA TT-25DH, type ant. RCA TF-6AH. Legal counsel Cohn & Marks, Washington; consulting engineer, W. J. Keesler, Gainesville, Fla. Principals: Board of Regents, University of Hawaii. University is licensee of *KUOH(FM) Honolulu. Ann.

Aug. 26.
Joplin, Mo.—Caldwell and Associates Inc. Seeks amendment to change from channel 30 (566-572 mc) to channel 33 (584-590 mc); make changes in ant. structure; and change ant. height above average terrain to 726.46 ft.

Longview, Tex. — Radio Longview Inc. UHF channel 14 (470-476 mc); ERP 25.1 kw vis., 5.0 kw aur. Ant. height above average

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Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

terrain 319.62 ft., above ground 322 ft. P.O. address Box 1866, Longview, Tex. 75603. Estimated construction cost \$148,448; first year operating cost \$38,000; revenue \$78,320. Studio and trans. location both Longview. Geographic coordinates 32° 28' 58" north latitude, 94° 43' 38" west longitude. Type trans. RCA TTU-2A, type ant. G.E. TY-23A. Legal counsel McKenna & Wilkinson, Wash.; consulting engineer Guy E. Hutcheson, Arlington, Tex. Principals: H. A. Bridge Jr. (45%), E. W. Mahone Jr. (25%), Mildred J. Mahone (25%) and H. A. Bridge Sr. (5%). Radio Longview is licensee of KLUE Longview. Principals own same percentages of KMHT Marshall, Tex. Ann. Aug. 25.

Existing TV stations

NEW CALL LETTERS ASSIGNED

■ WDUV-TV Jacksonville, Fla. — Duval Television Corp.
 ■ KAIL-TV Wailuku, Hawaii—Radio Honolulu Ltd. Changed from KALA(TV).
 ■ WIRL-TV Peoria, Ill.—Twelve Ninety Radio Corp. Changed from WTVH.
 ■ WRFT-TV Roanoke, Va.—Roanoke Telecasting Corp.

New AM stations

APPLICATIONS

Louisville, Ky.—Louis E. Latham, John O. Bland Jr. and Jack L. Gibson d/b as Voice of Ohio Valley, 1130 kc, 50 kw, 10 kc CH, D. P.O. address 2024 S. Brook, Louisville, estimated construction cost \$174,435; first year operating cost \$64,000; revenue \$80,000. Principals: Louis E. Latham (40%), Jack L. Gibson (30%) and John O. Bland Jr. (30%). Ann. Aug. 24.

Fair Bluff, N. C.—Marion H. Davis, Carl W. Meares, Bobby Morgan and Jesse P. Chance d/b as Universal Broadcasting Co. 1480 kc, 1 kw, D. P.O. address c/o Marion H. Davis, Box 188, Whiteville, N. C. Estimated construction cost \$23,000; first year operating cost \$27,494; revenue \$39,000. Four principals each own 25% of stock. Mr. Morgan is salesman-announcer at WTAB Tabor City, N. C. and WENC Whiteville, N. C. Ann. Aug. 28.

Greenville, Ohio—Treaty City Radio Inc. 1130 kc, 250 w, D. P.O. address c/o Clarence Plessinger, 625 Wayne Ave., Greenville. Estimated construction cost \$25,500; first year operating cost \$50,000; revenue \$60,000. Principals: Clarence E. Plessinger (40%), Anna Lou Plessinger (40%) and Craig E. Plessinger (20%). Clarence Plessinger is in advertising and sales promotion. Ann. Aug. 24.

Kettering, Ohio—Gem City Broadcasting Co. 1140 kc, 5 kw, D. P.O. address 3182 Locust Camp Rd., Kettering. Estimated construction cost \$88,200; first year operating cost \$152,630; revenue \$166,200. Principals: Arthur Beerman (50%), Thomas B. Andrews (10%), Roy W. Begley (10%), Calvin D. Mayne (10%), Robert M. Tormey (10%), Gerald H. Wilks (5%) and James H. McGee (5%). Mr. Beerman has extensive business interests in Dayton, Ohio. Messrs. McGee and Wilks are attorneys. Ann. Aug. 24.

Madisonville, Tenn.—Monroe Broadcasters Inc. 1250 kc, 500 w, D. P.O. address Box 445, Madisonville. Estimated construction cost \$32,629; first year operating cost \$24,874; revenue \$18,000. Principals: Ralph Woolridge (18.34%), Kendred A. White (11.87%), Bob E. Harrill (11.87%), Joe G. Bagwell (10%), William E. Howe (8.33%), William W. Sloan Jr. (6.87%), William T. Howard (5%), Gordon W. Thomas (5%) and others. Mr. Bagwell is editor of *Citizen-Democrat*, Madisonville. Ann. Sept. 1.

Liberty, Tex.—Liberty County Broadcasters Inc. 1050 kc, 250 w, D. P.O. address Box 2741, Beaumont, Tex. Estimated construction cost \$11,600; first year operating cost \$30,000; revenue \$30,000. Principals: Jesse C. Russell (80%) and C. L. Wilson Jr. (20%). Ann. Aug. 30.

Existing AM stations

APPLICATIONS

WESA Charleroi, Pa.—Laubach Radio Properties Inc. Seeks modification of license to change station location from Charleroi to Charleroi-Monessen. Ann. Aug. 28.

KIMM Rapid City, S. D.—Seeks CP to change hours of operation from D to SH 4 a.m. to sunset using power of 500 w. 1150 kc. Ann. Aug. 24.

NEW CALL LETTERS ASSIGNED

■ WRCP Philadelphia—Rust Craft Broad-

ETV fund grants

Following grants for educational television have been announced by Department of Health, Education and Welfare:

■ Pueblo, Colo.—Southern Colorado State College, \$64,938 to activate channel 8 in Pueblo; total project cost \$118,100.

■ Birmingham, Ala.—Alabama Educational Television Commission, \$242,197 to activate channel 57 in Florence, Ala.; total project cost \$484,394.

casting of Pennsylvania Inc. Changed from WJMJ.

New FM stations

ACTIONS BY FCC

Ellsworth, Me.—Coastal Broadcasting Inc. Granted CP for new FM on 95.7 mc, channel 239B, 50 kw. Ant. height above average terrain 316 ft. P.O. address 68 State Street, Ellsworth. Estimated construction cost \$36,865; first year operating cost \$10,000; revenue \$12,000. Principals: Donald E. Knowles and others. Coastal Broadcasting owns WDEA Ellsworth. Action Aug. 28.

Bethany, Okla.—Nall Broadcasting Co. Granted CP for new FM on 104.9 mc, channel 285A, 3 kw. Ant. height above average terrain 191 ft. P.O. address 4032 Coronado Place, Oklahoma City. Estimated construction cost \$13,500; first year operating cost \$12,000; revenue \$24,000. Principal: Edwin Powell Nall. Mr. Nall has own business in advertising and public relations field. Action Aug. 28.

*Warwick, R. I.—Bishop Hendricken High School. Granted CP for new FM on 88.3 mc, channel 213, 10 kw. Ant. height above average terrain 76 ft. Estimated construction cost \$110; first year operating cost \$200. Action Aug. 28.

APPLICATIONS

Salem, Ind.—Don H. Martin, 98.9 mc, channel 255, 19.68 kw. Ant. height above average terrain 47 ft. P.O. address Box 472, Salem. Estimated construction cost \$4,300; first year operating cost \$20,000; revenue \$25,000. Mr. Martin is licensee and owner of WSLM Salem. Ann. Aug. 27.

Dodge City, Kan.—Dodge City Broadcasting Inc. 95.5 mc, channel 238, 25 kw. Ant. height above average terrain 165 ft. P.O. address 705-707 Second Ave., Dodge City. Estimated construction cost \$23,500; first year operating cost \$4,800; revenue \$4,800. Principals: Martha Muncy (24.5%), Jess C. Denious (24.1%) and Juliet Denious (51.4%). Dodge City Broadcasting is licensee of KGNO Dodge City. Above stockholders are also sole stockholders of Globe Publishing Co., Dodge City. Ann. Aug. 31.

*Hanover, N. J.—Hanover Park High School Board of Education. 90.3 mc, channel 212, 00528 kw. Ant. height above average terrain 60 ft. P.O. address Hanover Park High School, Hanover. Estimated cost of construction \$3,055; first year operating cost \$1,400. Ann. Aug. 25.

Rochester, N. Y.—Malrite Inc. 101.3 mc, channel 287, 13.5 kw. Ant. height above average terrain 390 ft. P.O. address 931 Main St. East, Rochester. Estimated construction cost \$26,794; first year operating cost \$7,500; revenue \$10,000. Principals: James M. Johnston (51%) and Francis G. Taylor (49%). Malrite Inc. owns WNYR Rochester. Ann. Aug. 28.

*Rochester, N. Y.—U. of R. Broadcasting Corp. 90.1 mc, channel 211, 10 kw. Ant. height above average terrain 140 ft. P.O. address University of Rochester, River Campus Station, Rochester. Estimated construction cost \$5,200; first year operating cost \$4,300. Ann. Sept. 1.

Existing FM stations

NEW CALL LETTERS ASSIGNED

■ WNBX(FM) Andalusia, Ala.—Andalusia Broadcasting Inc. Changed from WCTA-FM.

■ WABF-FM Fairhope, Ala.—Eastern Shore Broadcasters Inc.

■ KFMF(FM) Collins, Colo.—Horsetooth Broadcasting Co. Changed from KZIX-FM.

■ KIFG-FM Iowa Falls, Iowa—Iowa Falls Broadcasting Corp.

■ KTIB-FM Thibodaux, La.—Delta Broad-

casters Inc.

■ WQST(FM) Forest, Miss.—Scott County Broadcasting Inc. Changed from WMAG-FM.

■ WSLI-FM Jackson, Miss.—Capitol Broadcasting Co.

■ WFAF-FM Philadelphia—Rust Craft Broadcasting of Pennsylvania Inc. Changed from WJMJ-FM.

■ WCMN-FM Arecibo, P. R.—Caribbean Broadcasting Corp.

■ WPFM(FM) Providence—Golden Gate Corp. Changed from WHIM-FM.

■ KORA-FM Bryan, Tex.—Bryan Broadcasting Inc.

Ownership changes

ACTIONS BY FCC

KBLU-AM-TV Yuma, Ariz.—Granted transfer of control of licensee corporation, Desert Telecasting Inc., from Helen Noga (25%), John Noga (25%) and Patricia Crites (25% before, none after) to Robert W. Crites (25% before, 50% after). Consideration \$25,000. Action Aug. 27.

KMYC and KRFD(FM) Marysville, Calif.—Granted transfer of control of licensee corporation, California First Corp., from William T. Stubblefield (100% before, none after), to Frank Oxarart (100% after). Consideration \$10,000 in cash and \$20,000 note to Mr. Stubblefield to satisfy outstanding obligations against California First. Action Aug. 27.

KTSA San Antonio, Tex.—Granted assignment of license from Sunshine Broadcasting Co., owned by McLendon Corp. which is owned by Gordon B. McLendon (49.9%), B. R. McLendon (50%) and Dorothy M. Manning (0.1%), to Waterman Broadcasting Corp. of Texas, owned by Waterman Broadcasting Corp., which is owned by Bernard E. Waterman (90%), and Edith B. Waterman (10%). Consideration \$1.5 million. Waterman Broadcasting owns WAAB-AM-FM Worcester, Mass., and has 1/30 interest in applicant for new TV on channel 5 in Boston. Action Aug. 30.

WHYE Roanoke, Va.—Granted acquisition of positive control of licensee corporation, Dove, Doyle and Quann Broadcasting Corp., by Justin W. Dove (33 1/3% before, 50% after) and Lillie C. Dove (none before, 2% after), jointly through transfer of stock to licensee corporation by Edwin L. Doyle (33 1/3% before, none after). Consideration: cancellation of \$13,334 note to Mr. Dove. Mr. Doyle is withdrawing from licensee corporation for reasons of ill health. Action Aug. 27.

APPLICATIONS

WPRN Butler, Ala.—Seeks assignment of license from Paul D. Nichols and Houston L. Pearce d/b as Radio Butler Co. to Julian A. Watters III tr/as Butler Broadcasting Co. Consideration \$120,000. Mr. Watters has business interests in Butler. Ann. Aug. 24.

WAPX Montgomery, Ala.—Seeks assignment of license from Walton of Montgomery Inc., owned by Leon S. Walton (51%) and Frank F. Dusenbury (49%), to Sparling of Montgomery Inc., owned by Judson Sparling (43%), George W. Dean Jr. (15%), William E. Garner and Rex H. Moore (each 21%). Consideration \$110,000. Mr. Sparling is manager of WRMA Montgomery. Messrs. Dean and Garner are attorneys and Mr. Moore is banker. Ann. Aug. 27.

KARK-AM-FM-TV Little Rock, Ark.—Seeks transfer of control of licensee corporation, Arkansas Radio and Equipment Co., from Madeline M. Barton (40% before, none after), C. N. Barton (20% before, none after) and T. K. Barton (40% before, none after), to Mullins Broadcasting Co. (none before, 100% after), owned by John C. Mullins (100%). Consideration \$3,750,000. Mullins Broadcasting is licensee of KBTR and KBTB(TV) Denver. Mr. Mullins has realty, investment, outdoor advertising and other interests in Colorado and Tulsa, Okla. Ann. Sept. 1.

KFMB-AM-FM-TV San Diego, WCAI(TV) Champaign, Ill., WMBD-AM-FM-TV Peoria, Ill.—Seek assignment of licenses from Midwest Television Inc., an Illinois corporation, owned by August C. Meyer (24.9%), Clara R. Meyer (28.1%), F. M. Lindsay (20%), Helen M. Stevick (10%), Russell O. Derby (10%), August C. Meyer (2.1%) and others, to Midwest Television Inc., a Delaware firm, with identical ownership. No financial consideration. Ann. Aug. 30.

KAGR Yuba City, Calif.—Seeks assignment of license from B. B. Ballard and M. A. Behr d/b as Ballard & Behr Enterprises, to C. Roth McCarthy (20%) and Northern Capital Land Investment Co., owned in limited partnership by Oral P. Adams, James H. Burke, James L. Frayne, Ron Manzitto, Frank R. Segura and Robert E. Byrne. Consideration \$80,000. C. Roth

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Sept. 1

	Lic.	ON AIR	CP's	NOT ON AIR	TOTAL APPLICATIONS
				CP's	for new stations
AM	4,041		44	66	484
FM	1,345		19	243	322
TV	552 ¹		47	114	217

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Sept. 1

	VHF	UHF	TV
Commercial	510 ²	167	677
Noncommercial	59	56	115

COMMERCIAL STATION BOXSCORE

Compiled by FCC, June 30, 1965

	AM	FM	TV
Licensed (all on air)	3,999	1,317	559
CP's on air (new stations)	26	26	30
CP's not on air (new stations)	72	222	95
Total authorized stations	4,097	1,565	684
Applications for new stations (not in hearing)	242	174	70
Applications for new stations (in hearing)	78	58	52
Total applications for new stations	320	232	122
Applications for major changes (not in hearing)	204	47	23
Applications for major changes (in hearing)	39	3	10
Total applications for major changes	243	50	33
Licenses deleted	1	1	6
CP's deleted	0	1	0

¹ Does not include seven licensed stations off air.

² Includes three noncommercial stations operating on commercial channels.

McCarthy has no other business interests. Northern Capital Land Investment has real estate and patent interests. Ann. Aug. 28.

WBVI-TV Panama City, Fla.—Seeks transfer of control of licensee corporation, Bay Video Inc., from E. L. Dukate (10.43% before, 17.70% after), Margaret Tillman (8.33% before, 4.17% after), T. B. Thomley (39.58% before, 18.97% after), John O. Fore, John Thompson, William F. Joseph and James V. McNamara (all 8.33% before, none after), through sale and issuance of stock, to Martha Thomley (4.08% after), Rufus A. Davis Jr. (4.08% after), Thomas C. Wilkinson (1% after) and Small Business Assistance Corp. (Panama City, 50% after). Consideration \$13,220. Small Business Assistance Corp. is locally controlled holding firm. Ann. Aug. 24.

Warner Robins, Ga.—Seeks assignment of CP from Mary M. Jarrard to WRBN Inc., owned by Mary M. Jarrard (100%). No financial consideration. Ann. Aug. 24.

WEFA Waukegan, Ill. WEFA Inc.—Seeks transfer of control of licensee corporation, WEFA Inc., from Goldie B. Luftig (50% before and after) and Suzanne P. Victor (50% before and after) to Goldie B. Luftig, individually and as voting trustee for Suzanne P. Victor. Ann. Sept. 1.

KDLS Perry, Iowa—Seeks transfer of control of licensee corporation, Perry Broadcasting Co., from G. E. Whitehead (100%) to Shirley A. Whitehead, executrix of the estate of G. E. Whitehead. No financial consideration. Ann. Aug. 25.

KVTV(TV) Sioux City, Iowa—Seeks assignment of CP and license from Peoples Broadcasting Corp., owned by Nationwide Mutual Insurance Co. (100%), to Forward of Iowa Inc., owned by Wisconsin Valley Television Corp. (100%). Consideration \$3.-500,000. Wisconsin Valley is owned by O. Charles Lemke (27.17%), Record-Herald Co. (25.87%), News Publishing Co. (12.94%), Rhineland Publishing Co. (8.6%), Merrill Publishing Co. (8.6%), William Huffman Radio Inc. (6.47%) and Wisconsin Rapids Tribune (6.47%). Wisconsin Valley is licensee of WSAU-AM-FM-TV Wausau, Wis.; 33.33% owner of WKAU Kaukauna, Wis., and 100% owner of WMTV(TV) Madison, Wis. Ann. Aug. 23.

KTEO San Angelo, Tex.—Seeks acquisition of negative control of licensee corporation, Western Radio Corp., from Scott Stiles (10% before, none after) to Texas Capital Corp. (50% before and after) and Jack R. Crosby (40% before, 50% after).

Ann. Aug. 24.

WLLI Brookneal, Va.—Seeks assignment of CP from Lester L. Williams to WODI Inc., owned by Lester L. Williams (100%). Consideration: transfer of 10,000 shares of stock. Ann. Aug. 25.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner David I. Kraushaar issued initial decision which cancelled Sept. 20 hearing date, closed record, and looked toward granting application of Apollo Radio Corp. for new FM to operate on channel 299 ERP 81.6 kw, ant. ht. 386 ft., in St. Louis, Mo. Action Aug. 31.

■ Hearing Examiner Walther E. Guenther issued initial decision looking toward granting application of The Upper Michigan Broadcasting Co. for license to operate WHDF Houghton, Mich., on 1400 kc, 250 w, U. Action Aug. 27.

■ Hearing Examiner Chester F. Naumowicz Jr. issued initial decision looking toward granting application of William A. and George K. Chapman, d/b as Chapman Radio and Television Co., for new TV to operate on channel 21 in Homewood, Ala. Action Aug. 27.

OTHER ACTIONS

■ By memorandum opinion and order, commission (1) dismissed for failure to prosecute application of Elmwood Park Broadcasting Corp. for new FM in Elmwood Park, Ill.; (2) granted joint request for approval of agreement, as supplemented, by Blue Island Community Broadcasting Inc., and Evelyn R. Chauvin Schoonfield and dismissed Blue Island's application for new FM in Blue Island, Ill., granted Schoonfield's application for renewal of license for her FM WXFM Elmwood Park, also granted application for assignment of license of WXFM from Schoonfield to WXFM Inc., new corporation owned 85% by Robert C. Victor and 15% by John Thompson, sole stockholder of Blue Island. Grants for renewal of license and assignment, dismissal of Blue Island application, and termination of proceeding are conditioned upon effectuation of proposed agreements, including assignment of license within 25 days. Consideration for assignment of license involves payment to Schoonfield by Victor of \$18,500, cancellation of various debts owed to him by Schoonfield and payment of \$5,000 by Victor to Thompson in addition to his 15% interest

in new corporation. Action Aug. 31.

■ By memorandum opinion and order, commission (1) granted petition by Pacific FM Inc., licensee of KPEN (FM) on channel 267, San Francisco, to extent of setting aside Apr. 30 action which granted application of Marin Broadcasting Inc., to increase ERP of KTIM-FM San Rafael, on channel 265 from 870 w to 3 kw and install new trans., but (2) re-granted KTIM-FM's application, effective Dec. 2, subject to same terms and conditions except to specify Feb. 2 and Aug. 2, 1966, as new dates to commence and complete construction, respectively. Commissioner Hyde concurred insofar as setting aside Apr. 30 grant. Action Aug. 31.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order in proceeding on AM applications of Charlottesville Broadcasting Corp. (WVNA), Charlottesville, and WBXM Broadcasting Inc., Springfield, Va., in Doc. 15861-2, (1) granted joint appeal by O. K. Broadcasting Corp. and WGAY Inc., from examiner's July 9 adverse ruling which accepted engineering amendments to applications; (2) vacated ruling; and (3) remanded matter to examiner for further consideration of applicants' joint petition for leave to amend, in light of such responsive pleadings as may be filed within four days or such other time as examiner may allow. Member Nelson not participating. Action Aug. 31.

■ By memorandum opinion and order in proceeding on AM applications of Emerald Broadcasting Corp. (KPIR), Eugene, Pendleton Broadcasting Co. (KUMA), Pendleton, both Ore., and Hi-Desert Broadcasting Corp. (KDHI), Twenty-Nine Palms, Calif., in Doc. 15998 et al., (1) denied petition by respondent Columbia Broadcasting System Inc. to enlarge issues as to application of KUMA; and (2) accepted comments by Broadcast Bureau to KUMA's "statement in response to petition of Columbia Broadcasting System Inc., to enlarge issues." Member Nelson not participating. Action Aug. 31.

■ Members Berkemeyer, Nelson and Slone on August 30, adopted decision granting application of Arizona Micro-Wave System Co. for renewal of license of domestic public point-to-point microwave KOU84, Mule Mountain, Ariz.; conditioned that on or before Sept. 20, Arizona makes full and complete showing that joint employee relationship between it and the purchasers of its community antenna television system. Whitey's TV Cable Co., Douglas, Ariz., has been terminated and that carrier now provides its own exclusive maintenance personnel. Oct. 22, 1962, initial decision and Sept. 13, 1963, supplemental initial decision looked toward denial. Action Aug. 30.

■ Granted petition by West Central Ohio Broadcasters, Inc., to extend time to Sept. 7 to file responsive pleadings to Greene Information Center Inc., petition to enlarge issues in proceeding on West Central's application for a new AM in Xenia, Ohio. Action Aug. 31.

■ By memorandum opinion and order in proceeding on applications of Jacksonville Broadcasting Inc. and Victor Management Inc. for new FM's to operate on channel 239 at Jacksonville and Little Rock, Ark., respectively, denied applicants' joint petition for approval of agreement whereby latter would reimburse Jacksonville for expenses incurred in preparation and prosecution of application for channel 239 in return for amendment of Jacksonville's application to specify channel 286. Member Nelson not participating. Action Aug. 31.

■ By separate memorandum opinion and order in above proceeding, denied motion by Emerald Broadcasting Corp. to enlarge issues as to applications of Pendleton Broadcasting Co. and Hi-Desert Broadcasting Corp. Member Berkemeyer dissented. Action Aug. 30.

■ By memorandum opinion and order denied motion by Voice of Dixie, Inc. (WVOK), Birmingham, Ala., to enlarge issues as to AM application of Storz Broadcasting Co. (WTIX), New Orleans, La. Action Aug. 30.

■ Dismissed motion by Campbell and Sheftall to enlarge issues as to Fort Campbell Broadcasting Co. in proceeding on their applications for new FM's in Clarksville, Tenn., and Fort Campbell, Ky., respectively. Action Aug. 26.

■ Granted petition by Thirteen-Eighty Radio Corp. to extend time to August 30 to file oppositions to petitions by Washington Home and Farm Radio Inc. to deny and to intervene, and petition by WKJG Inc., to deny, also its erratum, in proceeding on applications for interim authority to operate facilities of KWK St. Louis, Mo. Action Aug. 26.

■ By memorandum opinion and order in proceeding applications of Northland Television Corp., Central Minnesota Television

Co., and Channel 10 Inc., for new TV's to operate on channel 10 in Duluth, Minn., (1) granted applicants' joint request for approval of agreement whereby Central would dismiss application in return for \$9,063 expenses incurred in connection with prosecution and Northland's application would be dismissed and stockholders would receive 47% stock interest in Channel 10 corporation which would be reorganized; (2) dismissed Central and Northland applications; and (3) granted Channel 10 application; conditioned that corporate reorganization of Channel 10 and merger of Northland into reorganized Channel 10 shall be completed within 45 days, and without prejudice to such further action as commission may deem appropriate as result of pending civil anti-trust suit of *United States v. Broadcast Music, Inc.*, et. al., Case No. 64-Civ. 3787, United States District Court for Southern District of New York. Action Aug. 26.

ACTIONS ON MOTIONS

By commission

■ Commission granted request by State Board of Oregon to extend time from Aug. 27 to Sept. 17 to file comments, and extended time from Sept. 7 to Sept. 28 to file replies in TV rulemaking proceeding involving Medford and Brookings, Ore. Action Aug. 27.

■ Commission granted request by Association of Maximum Service Telecasters Inc. for further extension of time from Aug. 26 to Aug. 31 to file responses to petition and motion by Midwest Program for Airborne Television Instruction Inc. for reconsideration and rehearing of report and order in Doc. 15201 pertaining to amendment of rules with respect to airborne television. Action Aug. 26.

By Hearing Examiner Basil P. Cooper

■ Denied petition by Nebraska Rural Radio Assn. (KRVN), Lexington, Neb., to stay all procedural steps in proceeding on its AM application and that of Town & Farm Co. Inc. (KMMJ), Grand Island, Neb. Action Aug. 25.

■ Granted petition by The Outlet Co. to extend time from Aug. 31 to Sept. 7 to file response to petition by WHOO Radio Inc. (WHOO), Orlando, Fla., for leave to amend AM application. Action Aug. 25.

By Hearing Examiner Thomas H. Donohue

■ On own motion, continued Sept. 7 prehearing conference to Oct. 7, and Oct. 4 hearing to Nov. 4 in proceeding on applications of Victor Management Inc. and Jacksonville Broadcasting Inc. for new FM's in Little Rock and Jacksonville, Ark., respectively. Action Aug. 26.

■ In San Francisco channel 26 proceeding, in Doc. 15780-1, granted petition by Jall Broadcasting Inc., for leave to amend its application to reflect pertinent facts concerning resignation of treasurer of Jall and his successor in interest in corporation. Action Aug. 25.

By Hearing Examiner Charles J. Frederick

■ By separate actions in proceeding on AM application of Charlottesville Broadcasting Corp. (WINA), Charlottesville, Va., (1) denied request by O. K. Broadcasting Corp. for leave to file reply to joint opposition to joint petition for stay filed by Charlottesville and WBXM Broadcasting Inc., and Broadcast Bureau's opposition to joint petition for stay Action Aug. 30; and (2) denied joint petition by O. K. Broadcasting Corp. and WGAY Inc. for stay of proceeding. Action Aug. 30.

■ Continued indefinitely Sept. 9 prehearing conference in proceeding on applications of Morgan Broadcasting Co. and Dick Broadcasting Inc. of Tennessee for new FM's in Knoxville, Tenn. Action Aug. 26.

■ On own motion, scheduled hearing for Sept. 9 in proceedings on applications for UHF-TV's of United Artists Broadcasting Inc., Houston, and at Lorain, Ohio. Action Aug. 26.

■ Dismissed "joint reply to oppositions to joint petition for reconsideration" filed by O. K. Broadcasting Corp. (WEEL), Fairfax, Va., and WGAY Inc. (WQMR), Silver Spring Md., in proceeding on AM application of Charlottesville Broadcasting Corp. (WINA), Charlottesville, Va. Action Aug. 26.

By Hearing Examiner Walther W. Guenther

■ In proceeding on AM applications of Emerald Broadcasting Corp. (KPIR), Eugene, and Pendleton Broadcasting Co. (KUMA), Pendleton, both Ore., and Hi-Desert Broadcasting Corp. (KDHI), Twenty-Nine Palms, Calif., in Doc. 15998-16000, granted petition by Hi-Desert to extend time from Sept. 1 to Sept. 8 for final exchange of all exhibits, and for further prehearing conference for Sept. 9. Action Aug.

25. ■ In proceeding on applications of Triad Stations Inc., and Marshall Broadcasting Co., for new FM's to operate on channel 285 in Marshall, Mich., directed Triad to file, by Sept. 7, appropriate petition for leave to amend its application to specify newly assigned channel 244 in lieu of channel 285; and on own motion, scheduled a further prehearing conference for Sept. 10. Action Aug. 24.

By Hearing Examiner Isadore A. Honig

■ In proceeding on FM applications of Sam H. Beard and Southeastern Broadcasting Inc. (WKLF-FM), both Clanton, Ala., in Doc. 15947-8, granted request by WKLF-FM to continue Sept. 1 date for exchange of hearing exhibits to later date to be specified, issuance of which is contingent upon the review board's action on applicants' joint request for approval of agreement; and on own motion, continued Sept. 20 date for notification as to witnesses to be present for cross-examination to later date to be specified, with heretofore scheduled hearing date of Sept. 28, which is unaffected by this order. Action Aug. 31.

By Hearing Examiner David I. Kraushaar

■ In proceeding on FM applications of Century Broadcasting Corp. to change operation of KSHE from channel 234 to channel 299, increase power and ant. ht., and move station from Crestwood to St. Louis, Mo., and Apollo Radio Corp. for new station on channel 229 in St. Louis, granted petition by Century to amend its application to specify operation on present frequency in Crestwood, and removed amended application from hearing; retained Apollo's application in hearing status. Action Aug. 31.

By Hearing Examiner

Chester F. Naumowicz Jr.

■ Granted petitions by KXYZ Television Inc. and Crest Broadcasting Co. for leave to amend applications for new TV in Houston to specify channel 26 in lieu of channel 29, with attendant engineering changes. Action Aug. 26.

■ Granted petition by Symphony Network Association Inc. for leave to amend application for new TV in Fairfield, Ala., to specify channel 68 in lieu of channel 54, with attendant engineering changes, removed application from hearing status, returned it to processing line, and terminated proceeding. Action Aug. 26.

■ Scheduled prehearing conference for Sept. 1 at which time Trinity Broadcasting Co. shall show cause why application for new UHF-TV in Fort Worth should not be dismissed with prejudice for failure to meet certain filing dates. Action Aug. 25.

By Hearing Examiner Millard F. French

■ Granted petition by Lampasas Broadcasting Corp. (KCYL), Lampasas, Tex., for indefinite continuance of hearing on its AM application, and continued until further order dates covering further proceedings. Action Aug. 31.

■ In proceeding on AM applications of Webster County Broadcasting Co., Eupora, and Holmes County Broadcasting Co. (WXTN), Lexington, Miss., granted petition by Webster County for acceptance of its late filed proof of publication; by separate action, granted applicants' joint motion for continuance of dates presently scheduled

for this proceeding; continued Oct. 12, hearing to Dec. 14. Action Aug. 31.

BROADCAST ACTIONS

by Broadcast Bureau Actions of Aug. 31

Bay Broadcasting Co. Clearwater, Fla.—Approved engineering data submitted pursuant to fourth report and order in Doc. 14229, effective July 15, to modify CP and specify operation on channel 22 in lieu of channel 32; ERP vis. 9.6 kw, aur. 1.0 kw; ant. ht. 160 ft.

WATE-TV Knoxville, Tenn.—Granted mod. of license to reduce aur. ERP to 15 kw, and change type aur. trans.

KONO-TV San Antonio, Tex.—Granted mod. of license to reduce aur. ERP to 63.2 kw.

WKJG-TV Fort Wayne, Ind.—Granted mod. of license to reduce aur. ERP to 49 kw.

KGO-TV San Francisco, Calif.—Granted mod. of license to increase aur. ERP to 63.2 kw, and change type aur. trans.

WKBR Manchester, N. H.—Granted mod. of license to operate trans. by remote control; conditions.

KPUG Bellingham, Wash.—Granted CP to increase daytime power on 1170 kc from 1 kw to 5 kw, continuing nighttime operation with 1 kw, install new trans., change from DA-1 to DA-2, and make changes in ground system; conditions.

WPIX New York—Granted mod. of CP to change type trans.

WKKY-FM Erlanger, Ky.—Granted mod. of CP to change type trans. and ant. and make engineering change.

Actions of Aug. 30

WDRC Hartford, Conn.—Granted license covering change from DA night and day to DA nighttime only.

KOSY Texarkana, Ark.—Granted mod. of license to operate trans. by remote control with DA-N; conditions.

KOIN-TV Portland, Ore.—Granted request for cancellation of auxiliary ant. system only.

Broward Broadcasting Inc. Fort Lauderdale, Fla.—Approved engineering data, submitted pursuant to fourth report and order in Doc. 14229, effective July 15, to modify CP and specify operation on channel 51 in lieu of channel 39; ERP 263 kw vis. and 52.5 kw aur.; ant. ht. 140 ft.

WMOO Mobile, Ala.—Granted CP to install auxiliary trans.

WNTL Memphis, Tenn.—Granted mod. of CP to change type ant., increase ERP to 100 kw, and decrease ant. ht. to 225 ft.

KCAL Redlands, Calif.—Granted mod. of CP to change daytime DA pattern; condition.

KLAC Los Angeles, Calif.—Granted mod. of CP to make change in nighttime DA system.

WISM-FM Madison, Wis.—Granted mod. of CP to change ant.-trans. location; ERP 20 kw, ant. ht. 350 ft.; condition.

WMTV-TV Madison, Wis.—Granted mod. of CP to change ERP to vis. 724 kw, aur. 72.4 kw and decrease ant. ht. to 1,160 ft.; conditions.

WARR(FM) Warrenton, Va.—Granted extension of completion date to Dec. 31.

■ Granted CP's to following stations to make changes in ant. system: WNBC New

(Continued on page 88)

Broadcasting

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RADIO

Help Wanted—Management

Young assistant manager, strong on sales, by midwest station, metro area of 50,000. Attractive compensation plan. Box H-181, BROADCASTING.

Experienced sales-manager leading to manager. East metropolitan suburban 5 kw day with FM. Base and incentive compensation. No hurry. Box J-4, BROADCASTING.

Hard hitting sales-station manager. West coast major market country indie. Direct selling prerequisite. Full details. Box J-74, BROADCASTING.

Exceptional opportunity for exceptional young sales manager or station manager who's proven he can produce top personal sales, motivate experienced sales staff and administrate aggressive, creative organization. One of the most remarkable stations in the country. All replies treated with confidence and honesty. Complete details to Box J-75, BROADCASTING.

Perfect position for right man looking for opportunity to grow with growing organization. Box J-81, BROADCASTING.

Managers of stations may add as much as \$10,000 a year to present personal income representing Columbia School of Broadcasting—See our ad on page 87.

Sales

Baltimore—solid salesman—proven track record—management capability—multiple group—good starting salary, plus—Box H-107, BROADCASTING.

Wanted: Salesman for a quality radio station in North Central Ohio. This is a good opportunity for a capable, experienced, radio salesman. \$100.00 weekly guarantee. Established accounts. Should earn \$150.00 or more a week. Send resume to Box H-366, BROADCASTING.

Wanted: Outside Sales Organization to sell radio advertising on well-rated stations in several major markets for major group. Box H-391, BROADCASTING.

Established account list and good income for experienced sales producer who wants to work in New England. Our business is way up. How's yours? Send details to Box J-18, BROADCASTING.

Twixt 12 & 20 is a very comfortable position income-wise. And you can reach it if you're sharp because we've got the product. We need you now. We are willing to pay. What's your price? Call Dick Via, WLEE Radio, Richmond, Va.

Wanted. An aggressive salesman. Opportunity unlimited. Call Robert Palmer, Gen. Mgr., WSHF, Sheffield, Alabama, 383-1209.

Not making enough? Need \$6-\$8M more a year? Keep your present position and enroll Columbia School of Broadcasting students evenings and weekends—See our ad on page 87.

Announcers

Play-by-play man who can double in either sales or news. Fulltime radio. . . . Maximum power TV soon. Southwest. Box H-344, BROADCASTING.

Help Wanted—Announcers

Expanding Northeastern group seeks multiple talented, experienced announcer. If you're versatile we promise to use all your talents plus a few you didn't know you had. Send middle-of-the-road tape, resume, salary requirements and photo to Box H-351, BROADCASTING.

A Midwestern station that's a "go getter" in a single station market wants to add another versatile man to its staff. This man will be basically an air man, but should have an interest in all areas of station activity. If you're the man, let's get together. Box H-354, BROADCASTING.

Announcer who would like to learn sales. Top salary for announcing; commission on sales. Established accounts. Will consider announcer with limited experience and good potential. Top small market station in southeast. Send audition tape, resume of training, experience and education. We'll return. This is a good opportunity. Box H-356, BROADCASTING.

New Jersey independent seeks experienced announcer-newsman. Send tape & resume to Box H-381, BROADCASTING.

Rapidly growing group of independent stations in New York metropolitan area seeks experienced staff announcer. Must have pleasing air personality, polished news and commercial delivery. Also be able to assume creative and responsible duties in program department which produces extensive public affairs and special events programming. Middle of the road music format. Excellent salary for right man. Send complete resume, photo, aircheck in first letter. Box J-1, BROADCASTING.

Announcer just out of school or with limited experience interested in learning sales. Here's a top opportunity to learn business and get paid well while you do it. Send audition tape and full information. Box J-11, BROADCASTING.

Opening for better than average top 40 dj with first ticket to handle 7 p.m.—1 a.m. shift on progressive Wisconsin station. Excellent salary and job security for the right man. Box J-15, BROADCASTING.

Announcer with AM experience for quality eastern station. Must have pleasing air personality, good news and commercial delivery. Middle of the road music format. Excellent salary and liberal fringe benefits for right man. Box J-17, BROADCASTING.

1st phone, experience, mature voice, deejay and news, for 1st class—1st rated south central contemporary and serious news station in metropolitan market of 400,000. \$150.00 week. Box J-20, BROADCASTING.

Wanted immediately. Top 40 disc jockey, tight production, good commercial reader. Salary open depending on ability and experience. Send photograph, resume and audition tape to Box J-23, BROADCASTING.

Southeastern Negro programed station seeking experienced swinger who can motivate audience. Top salary, excellent working conditions and congenial staff. If you are looking for an excellent opportunity with a progressive station, send tape and resume to Box J-26, BROADCASTING.

Fulltime kilowatt near Chicago has immediate opening for early morning man who also is strong on sports play-by-play. Must know modern and adult music, be able to create friendly, lively sound which holds intensely loyal audience. Broadcast full schedule football, basketball. Excellent starting salary, unsurpassed fringe benefits for top notch performer. Box J-33, BROADCASTING.

Announcers—(cont'd)

Announcer, third class phone, small eastern market. Box J-55, BROADCASTING.

Quality FM station near New York City needs experienced announcer immediately. Box J-62, BROADCASTING.

Wanted: Mid-day top 40 personality. Major market. Box J-69, BROADCASTING.

Experienced first phone announcer for Maryland daytimer needed immediately. Good salary. Box J-76, BROADCASTING.

Announcer with third phone. Pay commensurate with ability. KBRZ, Freeport, Texas.

Immediate opening—Southern Minnesota regional—Straight announcer or first phone combo man for middle of road programing. Send audition and resume—KSUM; Fairmont, Minnesota.

Sober, experienced southern announcer wanted. Small market daytimer. Afternoon shift and some news interview work. K. B. Beach, WALD, Walterboro, South Carolina. 549-3861. No collect calls.

Opening for enthusiastic, experienced dj. Send tape, resume to WAZY-AM-FM, Lafayette, Indiana.

Announcer 1st phone, good music station 50 miles from N.Y.C. Top pay. WBNR, Beacon, N.Y. Phone 914-831-1260.

Announcer with first ticket interested in permanent position. Prosperous, growing 15,000 population community. Full time single station. Salary commensurate with qualifications. Farm experience desirable. Dick Lindsay, WCVL, Crawfordsville, Indiana.

Immediate opening for morning man capable on news, sports and announcing. Permanent position Send tape & resume WDDY, Gloucester, Virginia.

Experienced announcer. Age 28-35 for 5 kw station going fulltime and adding 50kw FM. Send complete resume of experience, references, recent photograph, and taped aircheck to: Donald E. Knowles, WDEA, Ellsworth, Maine.

Announcer with first phone, adult format. An opportunity to become part of one of Northeastern Ohio's fastest growing operations. Rush tape and resume to WELW, Willoughby, Ohio.

WFFG, Marathon, Florida has immediate opening for announcer with 1st class license. Ideal working conditions in fabulous Florida Keys. Send tape & resume.

Where are all the good radio announcers? Need mature, experienced morning announcer, for adult format. Permanent with minimum starting salary \$100 per week. Established, progressive station in fast growing Space Center of the World. Send tape, Resume and photo to John Garrison, Manager WFIX, Huntsville, Alabama 35804.

Montgomery County, Maryland—Immediate opening for experienced announcer with 1st phone. Salary open. WHMC, Gathersburg, 301-948-9400.

Announcer: Experience necessary. First phone preferred, not required. Steve Morris, WHVL, Hendersonville, N.C.

Announcers—(cont'd)

Wanted—announcer or announcer-salesman in one of the Southeast's most modern stations. One thousand watts, 1050 kc with new 3 kw FM, equipment installed and ready to go on shortly. Station is located in small community near the beautiful Great Smokey Mountains. If you would like to become a part of a good community and modern station and if you are draft exempt send complete resume. Your references and past will be checked thoroughly. Those with limited experience will be considered also. Radio Station WFSC, Franklin, North Carolina.

Immediate opening for experienced top 40 professional personality. If you're good and can really swing with the best of them, contact us now. Additional money if you can handle production and/or news. Salary dependent upon your ability. Group operation. Send tape and full particulars as to availability to Bob Michael, Manager, WJAB, Portland, Maine.

Need immediately—afternoon announcer for kilowatt daytimer. Call or write Bob Wolfe. WJCM, Sebring, Florida. State salary requirements.

We need a morning man. . . . The bright, experienced kind . . . one that can write and be in charge of copy too. Send tape and sample copy immediately to Program Director, WKID, Urbana, Illinois.

Announcer-news director for modified Rock format. Good opportunity for advancement to larger market group's stations. Send tape and resume to Hudson Millar, WKUL, Cullman, Alabama.

WKYX, Puduch, Kentucky has immediate opening for first phone top 40 announcers. Beginners considered. Aircheck, resume, photo to Ted Hite, PD.

1st phoners—We need 3 quality announcers for our brand new station going on the air about Oct. 1st in the Baltimore-Washington market. No maintenance. If you're good and want to get ahead with a modern fully equipped station send resume, tape and photo to: W. Pierce Burgess, Program Director, WLMD, Laurel, Maryland.

Excellent opportunity for a good middle-of-the-road dj strong in production work. Contact Blair Eubanks, WPAQ, Mt. Airy, N.C.

Florida! Single station market. Adult audience. Varied programming. Station is personality. First class ticket. No maintenance. Capable of play-by-play. Must adhere to format. Salary based on ability. Chain station. Immediate opening. WPXE Radio, Starke, Florida.

Florida adult station wants announcer who can fit in with mature, experienced professionals. Send tape, photo, resume at once to Art Ross, P.D., WPMC, Ocala, Fla.

WTOR-Torrington, Conn.—Regional—Immediate opening for phone announcer—No maintenance—Clean news and copy delivery—Must have car—Personal interview required. Call Mr. Eyre, 203-489-4181.

Good music station with "happy radio" image needs bright, happy announcer with authoritative news delivery. Production room ability a must. Immediate opening. Rush tape, recent photo, and complete resume to: Bob Keehn, WTRL RADIO, Box 1060, Bradenton, Florida.

Wanted—Big voiced announcer for WWOM—The Wonderful World of Music in New Orleans. Send tape and resume to Dave Wagenvoort, 614 North Rampart, New Orleans, Louisiana.

Modern fast paced disc jockey wanted by the OK Negro Group in Houston and Memphis. Can you do a tight fast moving, exciting modern format Rhythm & Blues show with the big beat? You must be able to conform to a strict format with a minimum of conversation and be a good board man. Only thoroughly experienced personnel need apply. Liberal pay schedule and fringe benefits. Join one of America's oldest and best known Negro programed groups. Send summary of employment, picture and tape. Write: Tom Collins, OK Group, 505 Baronne St., New Orleans, Louisiana.

Experienced morning man for top rated station. Top 100 format. Salary open. Send tape & resume. R. M. McKay, Jr. P.O. Box 71, Columbia, Tenn.

Technical

Chief engineer with DA experience. No air. East metropolitan suburban 5 kw day with FM. Box J-5, BROADCASTING.

Chief engineer for AM-FM combination. Mostly maintenance, some FM board work. Personal interview required. KRSA, Salinas, Calif.

Experienced engineer who can supervise night operation of AM, FM and UHF-TV. Excellent salary, paid insurance, and retirement plan for the right man. Contact Chief Engineer, WAIM-TV, Anderson, S.C.

Wanted: Chief engineer, some announcing, but emphasis on engineering. Contact Dennis J. Keller, WITZ, Jasper, Indiana.

Small, clean compact operation; Daytime station has need for 1st class engineer. Some announcing required. Car needed. Send resume and requirements to: Manager, WMBT, Shenandoah, Penna.

First phone engineer. No experience, age, handicap, no hinderance. Light announcing. We'll teach you, if you're willing to work and learn. Immediate opening. N.J. station near Philadelphia. Need car. No boozers or kooks. \$100.00 minimum plus benefits. Phone 609-825-2600.

News

1st phone required. Secure position with No. 1 rated mid Atlantic news operation. Good salary, top benefits. Send tape and complete resume 1st letter. Box H-282, BROADCASTING.

Immediate opening for newsmen—upstate New York. Ideal condition—fringe benefits. Need experienced journalism graduate. Rush tape and resume. Box H-355, BROADCASTING.

Top Wisconsin station is seeking a reliable writer and on-the-air reporter. This is an opportunity to locate in a growing community. Excellent salary and working conditions. Box J-16, BROADCASTING.

Newsmen with authoritative sound. Write and air radio newscasts. Opportunity to advance. Leading AM-FM-TV, NBC affiliate, Mid-America. Box J-83, BROADCASTING.

Need newsmen for radio-TV. Must gather, write and report news. Must be experienced. Send tape and resume to Ed Huot, WTRC-WJSV-TV, Elkhart, Indiana.

We're looking for a News Director again after another two years. Every guy we hire is that good that he ends up in the big city. Are you big city material? Here's your chance to move up to a 5000-watt full-time station with a heavy accent on local news. The experienced man we want must be good at gathering, writing & delivering real local news for our county. In return our well equipped station offers a good salary, hospitalization-major medical-life insurance, profit sharing plan and other benefits. WCOJ, Coatesville, Pa. (40 miles west of Phila.), 215-384-2100.

Production—Programing, Others

Expanding eastern station needs Assistant manager, production manager, announcer-newsman, combo-announcer. Staff announcing experienced required for all positions plus typing ability and car. Salaries negotiable. Opportunity for advancement excellent. Send history and tape, preferably air-check. Box J-27, BROADCASTING.

Take charge Program director with Mc-Lendon, Capital Cities, Westinghouse type background and ability to handle all details of programing, production and promotion of aggressive top-rated station in an expanding chain. A career opportunity. Send resume and references. Box J-39, BROADCASTING.

Production director—writer needed. Top rated, adult station in city, limited air work, new facilities. Expanding educational community, \$7,000 starting minimum, insurance. Call-write: Geo. A. Foulkes, WAAC, Terre Haute, Indiana. C-9618.

Production—Programing, Others

Continued

Production conscious station wants program director-announcer, Young, imaginative. Maintain tight staff control. Responsible, aggressive. College preferred. Send tape. State salary. Write WCOW FM and AM, Sparta, Wisconsin.

Program Director-Announcer for pleasant medium market modern format station. Excellent spot for announcer several years experience minimum, good on production, ready advance to P.D. 5 station expanding chain, good future. Start \$450-\$500. Resume, tape, photo, recent earnings to Jim McDonald, WKNY, Kingston, N.Y.

RADIO

Situations Wanted—Management

General manager Southern metro market available soon. Experienced top 40 and country music formats. Excellent salesman. Blue chip references. Can tape established operation or organize. Prefer competitive market. Box J-7, BROADCASTING.

Professional broadcaster, 15 years all phases, first ticket, \$10,000 minimum. Phone 806-OL 5-3435 evenings or Box J-35, BROADCASTING.

Station manager. Perfect record. Desire west coast medium-small market. Knowledge all phase of radio. Accent on sales. Any format. Married, sober, radio my life. Will consider salary loss to find stable operation offering longevity. Excellent performance record. I can produce for you! Box J-45, BROADCASTING.

Small market radio manager seeks new radio or TV challenge! Strong on sales. Finest references. Presently earning \$10,000. Box J-52, BROADCASTING.

Time to move up! General manager now in fourteenth market seeks greater challenge. Box J-56, BROADCASTING.

Sales

Small market sales manager seeks major market sales challenge. 7 years with present employer. Community leader, young, creative, Degree. Resume upon request. Box J-40, BROADCASTING.

Successful sales executive, fifteen years broadcasting and agency experience, seeks sales manager post with substantial station. Seven years with present employer. Box J-57, BROADCASTING.

Top personality semi-retired wants spot through fall and Holidays. Sales, copy, news, account service. No announcing. West only. Write P.O. Box 858, Canon City, Colorado.

Sales leading to management. Over 20 years experience. Also announcing. College grad. Prefer Carolinas, Fla., Ga., Va. Locate anywhere for right opportunity. Bud Ward, Kingston Green Apts., Apt. C-25, Kokomo, Indiana. 453-1934.

Announcers

Highly skilled classical music and all round announcer. Warm, relaxed approach. Currently program manager 100 kw. Classical and good music station. Available Sept. 6. Box H-289, BROADCASTING.

Major markets, if you're looking, listen here. Top 40 personality ready to move up. Box H-318, BROADCASTING.

Moving family to California, Desire permanent job as announcer or combo man. 3 years extensive experience. (Drive-time announcer, chief-engineer), 1st phone. Box H-336, BROADCASTING.

Announcer: Available today, beginner with third class, adult, sober, family man. No minimum. Contact Box H-340, BROADCASTING.

Announcers—(cont'd)

Top 40 dj, sharp production, hard working personality. . . . Box H-371, BROADCASTING.

Dj-announcer. Experienced, married, steady, 3rd. class license. Relocate. Versatile, Box H-396, BROADCASTING.

Youth award winner, three years experience, desires step up to medium market . . . Night top 40 preferred. Full details first correspondence. Box J-2, BROADCASTING.

Negro dj—3rd FCC. Tight board. Strong on commercials. Box J-6, BROADCASTING.

Try me for free two-weeks "on air trial" for late or all-night program host. Non-rock popular music and jazz. 13-years experience same station. My jazz series on stations in California, Ohio, Wisconsin, and Iowa. Third class endorsed. My vacation will allow listeners, station, and me to become acquainted. Hurry! First inquiry gets me at no charge. Box J-19, BROADCASTING.

Need utility man? Imaginative, creative: Production, news director, night jock. Top 40/modified. Experience: large, west coast markets. Young, engaged, dependable. Not: Screamer, floater. November 1. First phone. Will work East. Box J-21, BROADCASTING.

DJ—wants top 40. Two years middle road experience. Prefers Northeast. Box J-24, BROADCASTING.

Good music announcer. Top rated locally. Eight years, 50 kw, fifteen years experience news, programing production. Extra voices, tape resume available. Fifteen thousand per year. Box J-31, BROADCASTING.

Young, intense, professional, contemporary personality jock returning to full-time broadcasting. Family man. Opportunity more important than salary. Loves to promote through personal appearances. Third endorsed. Personal interview in midwest. Phone 513-275-6346 evenings or write Box J-32, BROADCASTING.

First-phone announcer-dj—Sober family man, solid in community. Top ratings. Some C&W preferred. Solid operation only, with good professional atmosphere. Box J-37, BROADCASTING.

Major drive talent in major market, working but looking. All formats. Personality or straight. Box J-46, BROADCASTING.

Young announcer, newscaster desires position in Granite City, Illinois—Saint Louis area. Box J-47, BROADCASTING.

Attention stations in markets of 1 million plus. If you realize that radio is by far best when it combines to sell good pop music and yes, news—with products and services—through personalities, then you and I should get together. For all the facts phone 212-528-6515 or write Box J-48, BROADCASTING.

Announcer—radio-TV or both . . . 26 . . . draft deferred . . . married . . . strong news-radio work excellent . . . 5 years experience . . . available . . . call 1-219-289-8302 or write Box J-49, BROADCASTING.

Polished pro. Newsman or dj. Metro market background. First phone. Larger markets, let's talk. Call 815-963-2973 or write Box J-50, BROADCASTING.

Florida only . . . 11 years radio-TV . . . 10 years Florida resident . . . Prefer Adult or middle format . . . Humorous personality show . . . Personal interview . . . Box J-71, BROADCASTING.

First phone top 40. Now rocking and reading news for network of small stations. Want one station, good city. Box J-53, BROADCASTING.

Middle of road announcer desires full time work in west Texas, New Mexico or Southern Colorado. Presently unemployed so need work yesterday!! Would like work in a station close to heart of town if possible, because of no car. Can work on edge of town if there's cab service. Mature sound; tight board. Will also tape top 40 if necessary. Can't afford to be particular. Box J-54, BROADCASTING.

Announcers—(cont'd)

News, dj-announcer, mature trainee, intelligent, versatile, 3rd, 500 miles radius NYC, car. Box J-65, BROADCASTING.

Bright and happy Negro dj. Newscaster. Will relocate. Family man. Box J-66, BROADCASTING.

Beginner, Go Go top 40's. Hardworking. ambitious, swinger, programming ability, endorsed third, available. Box J-67, BROADCASTING.

Washington-3a'tt'more . . . 11 years radio-TV . . . Adult or middle of road . . . Humorous approach to life and audience . . . Personal interview. Box J-70, BROADCASTING.

Light experience, some college, third phone. Imaginative, hard, willing worker. Box J-73, BROADCASTING.

Announcer/1st phone . . . yrs. experience . . . married . . . vet. Conn., N. Y., preferred but will relocate. Desire opportunity with progressive broadcaster. Box J-77, BROADCASTING.

Taped disc jockey shows. Winning combination. Box J-86, BROADCASTING.

Announcer, year experience. 21, married, child, third class ticket. good references, American Academy Dramatic Arts, available immediately. Ed Guerien, Rt. #2, Gansevoort, N. Y. 518-584-6557.

Top 40 dj. Happy personality. Speech—drama graduate. Summer experience, endorsement. Will be No. 1. Available immediately. 914-947-3652.

DJ-announcer—new career, need start. College, broadcast school, 3rd. B.E. Prefer northeast. Harry Hellos, 89 Rayburn Rd., Millington, N. J. 201-647-0566.

"Although Alligator shoes are very popular—the majority of Alligators do not wear them!" Morning personality—College graduate, 4 years commercial radio. First phone. Top 100 markets only. 2232 Coralthorn, Baltimore, Md. Phone MU 6-1863.

Technical

Chief engineer—FM, AM, directionals. All phases maintenance. Some announcing. Minimum \$150. Box H-380, BROADCASTING.

Engineer desires position, Chief or assistant chief. Heavy experience on construction and installation, xmtr., studio and microwave. College engineering, 11 years experience. Northern states only. Box H-386, BROADCASTING.

First class license. Communications experience. Willing to learn. Box J-3, BROADCASTING.

First phone engineer experienced AM, FM and Micro-Wave link system, presently employed trouble shooting name brand color TV for large distributor, married, will relocate for good offer. All replies answered. Box J-25, BROADCASTING.

First phone operator. Georgia or? Box J-63, BROADCASTING.

News

Experienced and knowledgeable college graduate newsman, thoroughly familiar with all phases. Takes pride in thoroughness and quality of local news coverage along with solid grasp of world and national affairs. Looking for station in Texas, New Mexico, Arizona, or California where this is appreciated and where solid achievement leads to a real future. Box J-72, BROADCASTING.

Broadcast first phone technical graduate, commercial, military experience. Military obligation completed. Single. Resume, references available. Harry Beynon 314-581-2195. Mexico, Missouri.

Experienced radio & TV transmitter. First phone. Prefer Texas. Drennon Kenny, 1708 Lucile, Wichita Falls, Texas. Phone: 767-0917.

Experienced chief engineer-disc jockey available. Mid-Atlantic-northeast, \$110 week. Without car. Telephone 215-BA 2-8915, mornings only. 9:30-11 E.D.T.

Problems? Young, experienced chief can build your station or give you the sound that competes. Call 301-833-1089.

Production—Programing, Others

Copywriter-wants permanent position anywhere—any wage. Third endorsed. Experienced. References. Good voice, car, single. Box J-38, BROADCASTING.

Copywriter/announcer. Quality copy, Deep voice best suited to commercials, news, better music. Currently employed. Box J-42, BROADCASTING.

Recent M.A. in communications. Experience in TV production, writing, communications research. News and public affairs oriented. Will relocate. Box J-51, BROADCASTING.

Award-winning production manager seeks new position for good money. Versatile—tight board, talk shows, mature voice, copy writing, production. First phone. Top references. Married, children. Reliable. I come high but I'm worth it. When I move . . . It's to stay. Box J-64, BROADCASTING.

Mature woman, experienced all phases radio management, desires position. Copywriting, news, announcing, programing, etc. Immediately available. Contact Mary Ellen Nelson, Willow Springs, Missouri.

Professional Broadcaster, 15 years all phases, first ticket, \$10,000 minimum. Phone 806-OL 5-3435, evenings, or Box J-36, BROADCASTING.

TELEVISION—Help Wanted

Management

CATV manager and engineer. Multiple owner expanding into community antenna field needs high level systems manager and qualified engineer. Send resume in confidence to Box H-390, BROADCASTING.

Asst. station manager: ETV station. Send complete details. Please reply Box J-8, BROADCASTING.

Sales

East north-central major market account executive. Good potential for aggressive, working salesman with established major market network VHF. Guarantee plus commission. Require TV or radio sales experience in small or large market. Submit photo with complete resume. Box J-34, BROADCASTING.

Announcers

Are you a pro, equally at home in radio and television? Immediate opening for versatile announcer and good newsman in upstate New York market. Must have college plus experience. AFTRA scale plus talent. Please rush resume, photo, and audio tape to Box H-400, BROADCASTING.

Earn extra money—TV research firm needs part time correspondents, all areas. For details, write Box J-41, BROADCASTING.

Technical

Director of engineering: Immediate opening in southwest. Must have administrative experience and knowledge of all phases of technical operation including microwave. Send details including experience, background, reference and salary requirements. Box H-337, BROADCASTING.

Chief engineer: UHF-ETV station. Send complete details. Please reply Box J-9, BROADCASTING.

Chief engineer for major, middle Atlantic station (not N.Y.C.) to begin immediately. Excellent opportunity for man with complete technical knowledge including color TV, and personal qualities necessary for engineering staff supervision. Write experience, education, references and salary requirement. Box J-78, BROADCASTING.

Opening for studio engineers in resort city in South Florida, should be experienced in video tape recording. Opportunity to work in color. A first class license is a requisite. Applicants should forward resumes to Ross McPherson, WEAT-TV, P. O. Box 70, West Palm Beach.

WTOC AM, FM & TV, Savannah, Georgia, has opening for first class engineer. Write for our application form.

Technical—(Cont'd)

Television technician for new communication center on campus of dynamic, expanding midwestern college of 10,000 enrollment. Complete benefit program. Experience in closed-circuit and broadcast engineering. FM and I.O. TV. First class FCC license required. Maximum age 55. Contact William R. Freed, Personnel Officer, Room 8, Administration Building, Ball State University, Muncie, Indiana.

The University of Michigan has an immediate opening for a studio TV engineer. Applicants should be experienced in maintenance and operation of studio equipment. Opportunity to enroll in University course work. Starting salary of \$5500 to \$6500 depending on education and experience. Liberal fringe benefits program. Send resumes to Chris A. Evangelides, Personnel Office, The University of Michigan, 1020 Administration Building, Ann Arbor, Michigan.—An Equal Opportunity Employer.

News

Expanding news operation seeking experienced reporter-photographer. Must process and edit film and rewrite. Some airwork. We're looking for a pro. Send VTR and resume including salary requirements to KATC-TV, Box 3347, Lafayette, Louisiana.

Production—Programing, Others

Program manager—ETV station. Send complete details. Please reply Box J-10, BROADCASTING.

Producer-director experienced in local, live film documentaries, remote and video tape. Must be highly creative and imaginative for duties at a major midwest VHF. Send resume, photo to: Box J-82, BROADCASTING.

Continuity director with ability to make copy sell and follow through with all details. Southwest award winning station. Send resume, photo & samples. Box J-84, BROADCASTING.

Traffic director for NBC affiliate in fast growing market. Experience gets the job. Send resume, salary requirements and photo to Box J-85, BROADCASTING.

Director wanted immediately. Must be completely experienced in all phases TV production—and creative! Heavy live program and VTR/remote commercial schedule. Send complete resume, photo, military status, and salary requirements to KATC-TV, Box 3347, Lafayette, Louisiana.

Graphic artist for TV production department. Send samples, resume and salary requirements first letter, John Cahill, KCRG-TV, Production, Cedar Rapids, Iowa.

Act director wanted immediately for station going into full color operation. Only experienced artist in all phases need apply. Send resume with photo to KATL-TV, Box 7428, Shreveport, Louisiana.

TELEVISION—Situations Wanted

Announcers

Professional broadcaster, \$12,000 minimum annual guarantee. Box H-259, BROADCASTING.

Technical

Can run camera or build your station. Leaving maximum power east coast outlet in 2 weeks. Call 301-833-1089.

News

All phases of news. Family man. Tops in three station market. Prefer midwest. Box J-13, BROADCASTING.

Add showmanship to your TV news—Husband and wife team with wide TV experience before and behind cameras; major market background. Will write, produce, shoot and report public affairs, special events, documentaries with production know-how. Videotape available. Box J-30, BROADCASTING.

WANTED TO BUY—Equipment

UHF transmitter to 30 kw, high gain antenna, 400' or higher tower, related equipment; all or part. Box H-333, BROADCASTING.

Major market station wishes to purchase a good used 50 kw AM transmitter. Must be complete, and in operating condition. Prefer air cooled. State age, condition, and price. Box H-358, BROADCASTING.

FOR SALE

Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave. N.Y.C.

Co-axial cable. Heliacx, Styroflex, Spiroline, etc. Also rigid and RG types in stock. New material at surplus prices. Write for price list. S-W Electrical Cable Company, Willow & 24th Street, Oakland, Calif. Phone 415-832-3527.

For sale 2 GPL model TA-100A 16mm projectors, serial numbers 124, 125, both in good operating condition. Spare parts include intermittent drive and an assortment of small parts. Units removed from standby service to make room for newer equipment. Ready to run as is or used as a wealth of spare parts. \$550 buys pair including spare parts and manuals but less lenses, or \$850 complete. Jim Harris, WVEC-TV, Hampton, Virginia. 703-722-6331.

Motorola 60 watt base unit. Now operating on 166.25 mc. Wideband. Contact Chief Engineer, WCUE, Akron, Ohio.

Houston Fearless "Labmaster" film processor. Model No. LI6R (Black & White/reversal) only four years old. Excellent condition. Reason for sale—now full color operation. Contact KTAL-TV, Shreveport, Louisiana. 318-425-2422.

Sterling Movies (Tele Guide), New York City has one (1) Benco (Blonder Tongue) VHF to UHF Translator, model T13, converts VHF channel 3 to UHF channel 70, output 2½ watts, plus one (1) Benco, model UPA-1, 100 watt power amplifier. This equipment is brand new, purchased for a station expansion that was not accomplished. Plus one (1) Omni directional, 10 db gain, commercial type transmitting antenna. Asking price for all three (3) items is \$5,900.00. The retail value is \$9,500.00. For further information contact our supplier: Audio Systems Inc., 123 Norman Street, Bridgeport, Connecticut, 203-335-2116.

Like new Sparta tape program delay used 8 hours. Paid \$425 when new. Sell for \$300. 606-789-5311, ask for Mr. Fyffe.

For sale: Gates ambassador single channel console. Less than a year old. \$1425.00. Call Jim Long, WKIS, Orlando, Fla.

Will sell, or exchange, Soundcriber and speakers. Will consider exchanging for turn tables, Stay-Level console, tape recorder or what have you and will pay difference, if any, in cash. Box J-28, BROADCASTING.

The complete source of used radio-TV broadcast equipment . . . Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

Complete IGM automation package—used only 8 months before switch to top 40. Two music decks with selector, carousel cartridge playback, time announcer, etc., make-up gear included. Used on AM. Now half price F.O.B., Washington, State (509) 564-5251.

For sale, Presto 3 speed disc recorder with microgroove feed screw, Presto A-93 amp. \$500. Wm. G. Lehr, Box 174, Scammon, Kansas. 66773.

Gates MCB-20 multiplex exciter and SCA generator . . . \$400.00, Gates RCM-12 Remote control equipment . . . \$395.00, W.E. 1126-C limiting amplifier . . . \$100.00, W.E. 110-A limiting amplifier . . . \$75.00, 210 ft. 1½" Styroflex cable (less than 1 yr. old) . . . \$300.00. Box J-61, BROADCASTING.

FOR SALE—Equipment

Continued

RCA late model 5 kw FM transmitter with 8 bay RCA antenna, with de-icers. Hewlett-Packard monitor and dehydrator. Western Electric 25C console modified with latest model tubes. Daven stereo pots. A complete FM station ready to go. For sale reasonable. Box J-79, BROADCASTING.

G.E. remote pickup transmitter and receiver. Presently tuned to 24.41 in perfect condition. When new \$700. Take \$300 for the pair. 606-789-5311, ask for Mr. Fyffe.

Audio equipment—Ampex, Altec, Fairchild, Langevin, Newmann etc. Trades. New and used. Get our list. Audio Distributors, Inc., 2342 S. Division, Grand Rapids, Michigan.

Commercial Crystal and new or replacement crystals for RCA, Gates, W. E. Biley and J-K holders; regrounding, repair etc. BC-604 crystals; also service on AM monitors and H-P 355B FM Monitors. Nationwide unsolicited testimonials praise our products and fast service. Eldson Electric Company, Box 96, Temple, Texas.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Add 30% to your billing . . . with weekly ideas from the Brainstorm. Each issue contains 13 saleable ideas. \$2.00 per week. Exclusive. Tie up your market now. Write Brainstorm Box 875, Lubbock, Texas.

"DEEJAY MANUAL"—A collection of 41 comedy lines, bits, breaks, adlibs, thoughts. . . \$5.00. Write for free "Broadcast Comedy" Catalog, Show-Blz Comedy Service, 1735 E. 26th St., Brooklyn, N. Y. 11229.

DEEJAYS! 4,000 classified gag-lines, \$4.00! Comedy catalogue free. Ed Orrin. 8034 Gentry, No. Hollywood, Calif. 91605.

If your newscasts sound like your competition . . . You need "Twenty-Original-News Sound-Effects" . . . Recorded. Backgrounds—story-dividers—Introduction—conclusions . . . Exclusive per market . . . \$10.00 . . . Command Productions, 1943 Nw. Irving, Portland, Oregon.

Deejays, Announcers, Newsmen! "Man Behind The Mike!"—Digest modern techniques! Self-confidence, ad libbing, personality, showmanship! Guide to successful career, big money etc! Details: Hal Fisher, 678 Medford, Patchogue, Long Island, N.Y. 11772.

Changing jobs? You'll find "The Complete Resume Handbook" vital. \$2.00—Gilbert Associates, Box 1018, Mission, Kansas.

Need help? 3,000 Super dooper, Hooper scooper, one liners exclusive in your market. Free sample. Lyn Publications, 2221 Steiner St., San Francisco.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Also, advanced electronics training available. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. For free 52-page brochure write Dept. 5-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers, G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

INSTRUCTIONS—(Cont'd)

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G.I. approved. **Elkins School of Broadcasting**, 2803 Inwood Road, Dallas 35, Texas.

Minneapolis now has Elkins' famous six week course in First Class FCC License preparation through proven theory and lab methods. **Elkins Radio License School**, 4119 East Lake Street, Minneapolis, Minn.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for class starting October 20/January 5, March 16. For information, references and reservation, write **William B. Ogden Radio Operational Engineering School**, 1150 West Olive Ave., Burbank, California.

America's pioneer. 1st in announcing since 1934. **National Academy of Broadcasting**, 814 H St. NW, Washington 1, D. C.

REI in beautiful Sarasota by the sea has the most complete training, shortest course, lowest tuition and the only truly guaranteed course in the nation for the First Class Radio Telephone License. Tuition \$295.00, Private rooms \$10.00 per week. Classes begin Sept. 7, Oct. 12, and Nov. 16. Call or write **REI**, 1336 Main St., Sarasota, Florida.

Announcing, programming, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. **Allied Technical Schools**, 207 Madison, Memphis, Tennessee.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. day and evening classes. Placement assistance. **Announcer Training Studios**, 25 W. 43rd, N. Y. OX 5-9245.

First phone—seven weeks—nationally known instruction in beautiful San Francisco. Next class September 20. **Chris Borden School**, 259 Geary Street. Brochure or call 415-YUKON 2-9640.

Seven famous broadcasters teach you the secrets of their success! John Cameron Swayze, Fran Allison, Earl Gillespie, Westbrook Van Voorhis, Ulmer Turner, Howard Miller & Robert St. John have combined to teach you—in-depth—the techniques that led to their success. Free full color 32-page brochure and special recorded message explain training facilities & curriculum of both classroom and home study programs. Write for your copy today! **CAREER ACADEMY. School of Famous Broadcasters**, 825 North Jefferson Street, Milwaukee, Wisconsin 53202. Schools located in major cities throughout United States.

Deejay, Announcing, Newscasting! Technical problems! Learn my professional, college-accepted techniques amazing fast—at home! Economical, personalized, tape-correspondence instruction. Publications, coaching, analysis. **Hal Fisher, Broadcasting Consultant**, 678 Medford, Patchogue, New York 11772.

Sportcasters! Improve your technique and your earning potential through sound guidance from a university broadcasting instructor and a professional sportscaster. **Box J-60, BROADCASTING.**

Radio Help Wanted News

NEWSMAN WANTED BY THE NO. 1 Station IN THE SOUTH

Bright, alert morning Newsmen with well paced authoritative delivery. Only qualified Newsmen with an interest in job security need apply. Good pay, profit sharing and other excellent benefits await the right man. Send tape, resume to: **F. Michael Franklin, News Director, WNOE, New Orleans.**

RADIO

Help Wanted—Technical

WANTED—ENGINEER MASSACHUSETTS STATION HAS OPENING FOR ENGINEER GREAT OPPORTUNITY WRITE:

Box J-43, BROADCASTING

Help Wanted

Production Programing & Others

GROUP BROADCASTING ASSISTANT

N.Y.C. based aggressive stations group requires services of person qualified in all phases of station operations. Must have minimum of 6-8 years diversified exp. preferably with Headquarters Group Operations. Submit resume including salary requirements in confidence to:

Box J-29, BROADCASTING

Situations Wanted

Management

STATION MANAGER

Perfect Record

Desire west coast medium-small market. Knowledge all phase of radio. **ACCENT ON SALES.** Any format. Married, sober, radio my life. Will consider salary loss to find stable operation offering longevity. Excellent performance record. I can produce for you!

Box J-44, BROADCASTING

Announcers

ATTENTION STATION EXECUTIVES

"Talk" star. Available now. A top N.Y.C. "talk & phone" performer. A star of special events-news-sports. Brilliant records in "talk" for TV-Radio. Controversial—tough, knowledgeable. A unique personality—with associations among the nations leading figures. An acknowledged master of the new world or "talk."

212-TE 2-8562 or
Box J-68, BROADCASTING

Announcers

Continued

Top 5 Market Radio-TV

PERSONALITY DEEJAY SPORTSCASTER

Must relocate due to station sale.

Excellent credentials:
Ratings-Awards-14 yrs. expr.

Former 50 kw-net staff.
Proven-well established audience-sponsor acceptance.

B.A., Age 34, Married, child.

Photo-resume-brochure.
Write:

Box J-12, BROADCASTING

TELEVISION

Help Wanted Management

NEW CALIFORNIA CATV NEEDS

MANAGER TECHNICAL SUPERVISOR

Salaries commensurate with experience. Send resume to:

KERN CABLE COMPANY
P.O. BOX 2367
BAKERSFIELD, CALIFORNIA 93301

Technical

Color TV ENGINEER

We are interested in contacting an engineer who is highly qualified in all phases control room color equipment. Must presently be employed in color TV and thoroughly familiar with this type equipment to insure highest quality technical operation at all times.

Station is maximum power VHF located in medium southeastern market going full color this fall. Salary open and commensurate with responsibility. Full details with first letter and salary expected.

Box J-14, BROADCASTING

News

TELEVISION NEWS EDITOR

KOVR-TV, Sacramento, has opening for editor to head growing news staff; prefer experience in both newspaper and radio-TV field. Writing experience necessary. Permanent position, excellent employee benefits. Apply in person or submit resume to:

Personnel Department
McCLATCHY BROADCASTING
21st & Q Streets
Sacramento, California

TELEVISION—Situations Wanted

News

EASTERN MARKET

Top 15 news director says of this newscaster—"Not only an excellent newscaster, but a superior writer and newsman as well—has that indefinable something that gets thru the tube as personality, control, dignity." Looking for opportunity to prove that again. 14 years experience. Married 30s. College.

Box J-59, BROADCASTING

BUSINESS OPPORTUNITIES

OPPORTUNITY

to invest in growing Southwest broadcast corporation. Investment will be used to expand existing AM and also to assist in purchase of another AM in top 25 market. Minimum investment required and will be well secured.

Box J-58, BROADCASTING

INSTRUCTIONS

EARN MORE!!!! LEARN MORE

Radio & TV
Announcing & Production
**DON MARTIN SCHOOL
OF RADIO & TV**
1653 N. Cherokee HO 2-3218
Hollywood, Calif. 90028

ANNOUNCERS, ENROLL QUALIFIED STUDENTS AND EARN \$7800—\$15,000 ANNUALLY



Many announcers and account executives screen and enroll students in their area and earn exceptionally high income. Voice evaluation and psychological testing of abilities developed by our consulting psychologist assist you in evaluating prospective students. Columbia School of Broadcasting is a correspondence institution utilizing network calibre instructors with fully recorded lessons and texts. 6-12 month program of study. Tape guidance. You may qualify to represent us in your area. Write for full information:

Wm. M. Reed, Vice President
Columbia School of Broadcasting
4444 Geary Boulevard, San Francisco
(Not affiliated with CBS, Inc.)

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Let us fill your next staff opening with a reference checked, qualified broadcaster. Call or write.

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If you need a job, we need you!



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LARGE MARKET OPENINGS

**RADIO AND TV PERSONNEL
ARE URGENTLY NEEDED TO FILL
HUNDREDS OF OPENINGS IN
THE BROADCASTING INDUSTRY.**

Send tape and resume today.

NATIONWIDE BROADCAST SERVICE
925 Federal Blvd. Denver 4, Colorado
Phone area code 303-292-0996

Station Inquiries For Personnel Invited.

CONFIDENTIAL NEGOTIATIONS

Placement within 30 days if you are qualified. Nationwide Radio & TV. Need Announcers, Salesmen, 1st Ticket combo and engineer, PD's, etc. Write for application.

CONFIDENTIAL BROADCAST EMPLOYMENT AGENCY

1610 Potomac Ave., Pittsburgh, Pa. 15210
Phone 412-563-3330 day or evenings

527 Madison Avenue. New York, N.Y. 10022



BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

WANTED TO BUY—Stations

Wanted To Buy

Radio stations—North or central Texas
South central Oklahoma
Give full details.

Box H-265, BROADCASTING

WILL PURCHASE AT ONCE

Experienced broadcaster wants radio property. Must gross \$125,000 or better. Will purchase for all cash or terms, as desired. No brokers.
Forward information which will be held in strict confidence.

Box J-22, BROADCASTING

FOR SALE—Stations

FOR SALE A TOP 15 MARKET

5,000 watt fulltime plus FM
\$1,000,000 category
Sincere qualified principals only.
Box H-341, BROADCASTING

FOR SALE—Stations

Continued

CALIFORNIA

Fine 1 KW excellent frequency daytime facility located in one of the states finest cities available for \$135,000 cash. Qualified purchasers only.

Charles Cowling & Associates
P. O. Box 1496 Hollywood 28, Calif.
Phone HO 2-1133

TOP 25 MARKET

EAST

**HIGHLY PROFITABLE
FULLTIME AM PLUS FM
\$450,000 cash required.**

INTER-MEDIA COMMUNICATIONS CORP.
1140 Broadway New York, N. Y. 10001

STATION FOR SALE

Small, pleasant town station for sale. Owner quitting for personal reasons. This small town station nets more profit than most of the big ones. Excellent opportunity for someone to get into ownership.

Contact: P. O. Box 250
Wheatland, Wyoming

FOR SALE

South Mississippi AM, small market, good potential. Priced for immediate sale. Brokers invited. For information write:

Box J-80, BROADCASTING

Tia Rue Media Brokers Inc.

654 MADISON AVENUE
NEW YORK, N. Y.

HA 1-0818

TE 2-9362

Fla.	single	daytime	\$ 45M	terms
S. E.	medium	fulltime	95M	30M
N. Y.	metro	daytime	100M	terms
Fla.	metro	fulltime	235M	29%
S. E.	major	fulltime	300M	terms

✓ **CHAPMAN COMPANY INC**
2045 PEACHTREE RD., ATLANTA, GA. 30309

"FOR SALE STATIONS"

Place your ad here for the nationwide display needed for quick sale.

Broadcasting
THE BUSINESS OF TELEVISION AND RADIO

(Continued from page 81)

York; and WCBS New York; conditions.
KOHU Honolulu, Hawaii—Remote control permitted.

■ Granted renewal of licenses of following main stations and co-pending auxiliaries: KCRS Midland, Tex.; KIND Independence, Kan.; KNFM(FM) Midland, Tex.; KTEO San Angelo, Tex.; KTOD Sinton, Tex. and WRFK Athens, Ga.

Actions of Aug. 27

KOOS Coos Bay, Ore.—Granted license covering increase in daytime power and installation new trans.

K06BK Rocky Point-New Haven, Wyo.—Granted CP to replace expired permit for VHF-TV translator.

KWHO-FM Salt Lake City, Utah—Granted mod. of CP to change type trans. and type ant.

■ Remote control permitted for following: KPFA, Mid Western Radio Corp., Greeley, Colo.; conditions; and WHB, Storz Broadcasting Co., Kansas City, Mo.; conditions.

Actions of Aug. 26

WGEM Quincy, Ill.—Granted mod. of license to operate trans. by remote control; main trans., N only; conditions.

KUAM-TV Agana Territory of Guam—Granted CP to change ERP to vis. 0.288 kw; and make changes in ant. system; condition.
WAAM Ann Arbor, Mich.—Granted mod. of CP to change daytime DA system; conditions.

Actions of Aug. 25

*WTJU(FM) Charlottesville, Va.—Granted CP to install new amplifier; specify ERP as 360 w; ant. ht. 105 ft.; remote control permitted; condition.

WIS Columbia, S. C.—Granted CP to change ant.-trans. location, delete remote control operation, install new trans., and make changes in DA system.

KVEC-FM San Luis Obispo, Calif.—Granted CP to move trans. slightly, and increase transmission line.

KSTL-FM St. Louis, Mo.—Granted CP to change ant.-trans. location, studio location and remote control point; ERP 77 kw; ant. ht. 255 ft.; remote control permitted.

WHBC-FM Canton, Ohio—Granted CP to install new ant., increase ERP to 44 kw, decrease ant. ht. to 370 ft., and make engineering changes; remote control permitted; conditions.

WNWI Valparaiso, Ind.—Granted mod. of CP to make changes in ant. system, and change type trans.; conditions.

WFSO Pinellas Park, Fla.—Granted mod.

of CP to change ant.-trans. location, and change type trans.; conditions.

KWPC-FM Muscatine, Iowa — Granted mod. of CP to change type trans. and type ant., increase ERP to 25.5 kw, and decrease ant. ht. to 245 ft.

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ Birmingham, Ala.—Alabama Educational Television Commission. Requests amendment of rules so as to reserve UHF channel at Louisville, Ala., for noncommercial use. Received Aug. 19.

■ Los Angeles — NAM Communications Committee. Requests amendment of Industrial Radio Services Rules to provide for use of frequencies in unassigned VHF television bands by one-way paging systems. Received Aug. 19.

New call letters requested

■ WIVY-FM Jacksonville, Fla. — WIVY Inc. Requests WEBL.

■ KGBA Santa Clara, Calif.—Royal Bear Broadcasters Inc. Requests KGNU.

■ KYA-FM San Francisco — Churchill Broadcasting Corp. Requests KOIT.

■ Little Rock, Ark.—Arkansas Educational TV Commission. Requests KETS.

COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Sept. 1. Reports include applications for permission to install and operate CATV's and for expansion of existing CATV's into new areas as well as grants of CATV franchises and sales of existing installations.

■ Indicates a franchise has been granted.

■ Pismo Beach, Calif.—Central California Communications Corp., a group owner represented by Arthur Haggood, has received a 20-year exclusive franchise. Customer charges will be \$29.95 for installation and \$5.95 monthly; the city will receive 2% of gross receipts.

Holly Hill, Fla.—By unanimous vote the city has rejected two franchise agreements concluded with Holly Hill Cable Vision and Florida TV Cable Inc. The city council is now calling for sealed bids to be submitted before 7:30 p.m. Sept. 14. Criteria for acceptance will be: a company's ability to do the job, charges to subscribers, and revenue to the city (at least 6%).

Mount Dora, Fla.—Applications have been filed by Golden Triangle Cablevision Co. (David A. Rawley Jr., owner of WVGT Mount Dora and The Mount Dora Topic) and WLBE Inc. (WLBE Leesburg, Fla.).

■ St. Augustine, Fla.—Gateway Equipment Co., Jacksonville, Fla., has been awarded a 20-year franchise. The city will receive 6% of the first year's gross revenue and 7% for the next 19 years. Customer charges would not exceed \$25 for installation and \$5 monthly. Two unsuccessful bidders were Jerrold Corp., Philadelphia and General Cable Inc., Daytona Beach, Fla.

■ Starke, Fla.—Starke Enterprises Inc., headed by Buford Mitchell, has been awarded a franchise. The city will receive 4% of annual gross revenue plus \$1.35 annually for every city-owned utility pole used. A previous contender for the franchise was Al Dunn Amusement Co., West Point, Ga.

■ Christopher, Ill.—Mt. Vernon Cable Television Co., represented by John Manion Jr., has been awarded a 10-year franchise (BROADCASTING, Aug. 30).

Crystal Lake, Ill.—First Illinois Cable TV (William Clancy, president) has applied for a franchise. The company offers 12 channels for a \$25 installation fee and a \$5 monthly charge. The company would pay a 3% franchise tax to the city.

Decatur, Ill.—Three new firms have applied: Central Communications Co. (a subsidiary of the Illinois Consolidated Telephone Co., Mattoon, Ill.). The Illinois Broadcasting Co. (WSOY-AM-FM Decatur, WVLN Olney and WSEI(FM) Olney, all Illinois), and Plains Television Corp. (WICS [TV] Springfield, Ill.). Previous applicants

are: CT&E Communications Inc., a subsidiary of The General Telephone and Electronics Corp.; Decatur CATV Inc. (principals include Steve Bellinger, one of the owners of WJZ Decatur; George H. Fathauer, owner of the Fathauer Realty Corp.; Robert A. Grohne, former Decatur mayor; William Harner, president, Decatur Park Board, and Richard W. Huff, board of education); General Electric Cablevision Corp. (a subsidiary of the General Electric Co.); Tele-Trend Inc., Ft. Wayne, Ind.; and Macon Cable Television Inc. Decatur (owned by James F. and Jack H. Rebert).

Lincoln, Ill.—Central Illinois Electric & Gas Co. has requested a 25-year franchise. The company would pay the city 2% of the annual gross receipts and provide free service to public schools. The charge to subscribers would be no more than \$5 monthly for the first set and \$1 for each additional set.

Zion, Ill.—Cablevision TV Service Inc., Zion, represented by J. Kenneth Baird, has applied for a franchise. Under the proposal, charges would be \$10 for installation and \$5 monthly. The firm would furnish 12 channels and possibly a time-weather or FM channel in addition.

Creston, Iowa—A franchise election has been called for Sept. 7 to approve an application by Southwest Iowa Broadcasting Co. (KSIB Creston).

■ Ellinwood, Kan.—Telesis Corp., Chicago, has been granted a non-exclusive franchise.

■ Belefonte, Ky.—Clearview TV Cable Co., Russell, Ky., a group franchise holder (William McKnight, pres.), has filed an application.

Henderson, Ky.—Telesis Engineering Inc., Evansville, Ill., has applied for a franchise. Local representative William F. Russell expects charges to be \$15 for installation and \$5 monthly; the city would receive 3% of annual gross revenue.

■ Kenwood, Ky.—Clearview TV Cable Co., William McKnight, pres., has been granted a franchise. The Russell, Ky., firm also has franchises in Russell, Flatwoods and Raceland, all Kentucky.

Lake Charles, La.—KAOK-CATV Inc. (KAOK Lake Charles), Edward J. Prendergast, pres., has filed incorporation papers and intends to apply for a franchise.

Midland, Mich.—Panax Corp. (WQDC [FM] Midland) has applied for a franchise. Other applicants are: Booth Broadcasting Corp., Detroit; Michigan CATV Co., Bay City, Mich., and Central Telephone Co., Chesaning, Mich.

Hannibal, Mo.—The application of Tom Sawyer TV Cable Co., owned by the Frisina Amusement Co., has passed first reading. An earlier application by Hannibal TV Cable Co. has passed its second reading. Tom Sawyer would charge \$4.95 monthly for a community tower pickup system while Hannibal TV Cable has proposed \$5.95 charges for a microwave-based system.

■ Brick Township, N. J.—Crosswicks Industries Inc., Crosswick, N. J., has been

granted a non-exclusive franchise. Another applicant was Ocean County TV Cable Co., a subsidiary of International Equity Corp., Philadelphia.

■ Collingswood, N. J.—Jerrold Electronics Corp., Philadelphia, a group system owner, has been granted a franchise. The city will receive \$1,000 yearly or 5% of the annual gross receipts, whichever is greater.

Pineville, N. C.—Television Transmission Co., represented by Sherman Seid, has requested a franchise.

Lorain, Ohio—Lorain Cable Television Inc. has been formed in order to seek a franchise. Officers of the company are Harry R. Horvitz, president; E. G. Koury, executive vice president; M. F. Koury, vice president; Francis E. Kane, treasurer, and Carl M. Adams, secretary. Messrs. Horvitz, Adams and Kane are respectively the president, vice president and treasurer of the Lorain Journal. Offices of the firm will be located at 2818 Pearl Ave., Lorain.

Strongsville, Ohio—Telarama Inc. is seeking a 25-year franchise. The firm would provide 12 channels which would include Cleveland's WVIZ-TV and stations from Akron and Youngstown, both Ohio, Detroit, London and Windsor, both Ontario, and Erie, Pa. Installation rates would range from \$15 to \$25 while monthly rates would average \$5.90. Scripps-Howard Broadcasting Corp. (WEWS[TV] Cleveland) has a minority interest in Telarama.

Toronto, Ohio—Tower Antennas Inc., 640 Walnut St., Coshocton, Ohio (Claude Stevanus, president) has acquired Television Cable Service Inc., Weirton, W. Va., which now holds a franchise in Toronto.

Sulphur, Okla.—Eastern Oklahoma Television Inc. [KTEN(TV) Ada, Okla.], operator of a CATV system in Ada, has filed application to serve Sulphur and Davis, Okla.

■ Garrett, Pa.—Kirchner TV, Meyersdale, Pa., has been granted a franchise. Charges will be \$5 for installation and \$4 monthly.

Sparta, Tenn.—Joe Little, representing a group of local businessmen, has filed an application. According to Mr. Little, the customer cost would be \$35-40 for installation and \$4-\$8 monthly.

Brownsville, Tex. — Valley Microwave Transmission Inc., Harlingen, Tex., has decided to make a new bid for a franchise. An earlier application had been turned down and a franchise was granted to Southwest CATV Inc., Brownsville.

McAllen, Tex.—Southwest CATV Inc., Houston, has named Chris Carey as area supervisor and renewed its application for a franchise. A previous franchise granted to Alice Cable Television Inc., Alice, Tex., has been invalidated following FCC refusal to grant microwave relay rights.

■ Edinburg, Va.—Shenandoah Telephone Co. has been given permission by city council to operate a CATV system under its public utility franchise.

■ Orange, Va.—Henry B. Micks, an Orange county resident, has received a franchise.

Weirton, W. Va.—See Toronto, Ohio.

THE master bedroom of a town house at 116 East 55th Street in Manhattan is cluttered with the effects of Miles David. That's the address of the Radio Advertising Bureau and Mr. David is now fully titled master of the RAB house.

The 55th Street property was bought by RAB several years ago and converted. spiral staircase, oak-paneled closets, gigantic bathrooms and all, into the radio association's headquarters.

But the fancy household at the nice midtown address belies the modesty of its furnishings. Nowhere to be seen is the office elegance of RAB's TV counterpart, the Television Bureau of Advertising, located in the posh business surroundings of the Rockefeller Center complex with its stylish conference room and massive table.

If the truth be known, RAB is still paying off the mortgage on the house and will be doing so for some time. The image is status-seeking-affluence, perhaps appropriate for a medium on the way back up.

Mr. David appears convinced he's got the system to lead radio to the promised land of another billing heyday.

New President—New Approach ■ A short man with a shrewd gleam in his eye, he does not care to compare his brand of radio salesmanship with the styles of his predecessors in the RAB presidency, Kevin Sweeney and Edmund Bunker, although he's ready enough to state that he's taking the bureau in a new direction.

Mr. David is soft-spoken on radio problems and, having worked in the hierarchies of two RAB regimes and now assumed the top job himself, he's proven capable of rolling with industry punches.

Kevin Sweeney, who headed RAB from 1954 to 1963, was not always gentle in his criticism of the way radio handled its competition with other media. "We can't count on gains because we are stupid," he once told a radio assembly at a National Association of Broadcasters convention. Local radio is cannibalistic, disorganized, jealous and critical, said Mr. Sweeney on that occasion while advising stations to stop selling against each other and to go after new business. But his emphasis was on personal salesmanship, an approach also favored by the new president.

Mr. David, who became Mr. Sweeney's vice president at the bureau, perhaps draws more of his approach from Mr. Sweeney than from Mr. Bunker, who was more concerned with the heavy problems of measuring radio's audience. The latter left RAB to become director of broadcast at the Foote, Cone & Belding agency.

Approach Defined ■ According to

Miles David: Strategy for RAB's future

Mr. David, the way to promote radio is through repeated "eye-to-eye sales calls with agency or advertiser at the decision-making level." His bete noir is the "one-shot" sales presentation that is never followed up.

"You can take a great sales presentation to a company and show it to the advertising manager," he explains, "and next week you come back and the ad manager tells you it was just great. That's good, you say, and then you ask him when he's going to start his radio schedule and he tells you there's just one problem, 'our president, Charlie, doesn't believe in radio.'"

"That's when you ought to be going after Charlie," says Mr. David, "and if you don't go after him your total effort

may go for naught. One-shot presentations can be a waste of time."

"You've got to live with the target," is another way Mr. David likes to put it.

To support this sales philosophy, he says, a large staff of experienced salesmen is needed. Mr. David plans to recruit sales personnel out of radio's ranks and at salaries competitive with those of the industry's top salesmen. The bureau has in some cases been content to hire from other media, according to Mr. David, and at prices not comparable with those of experienced radio people. Now, he says, the bureau has either increased the average salary of its salesmen by one-third or is in the process of doing so.

Building the Membership ■ Where is the money coming from? Mr. David says it's got to come from the dues of an increased bureau membership. RAB currently operates on a budget of about \$1 million. Its membership includes all the radio networks, about 15 representation firms and some 800 stations. It has 45 employees now and entertains ambitions of opening offices in Chicago and on the West Coast before long.

Mr. David is intensely interested in raising the bureau membership and a concentrated effort in this direction brought 38 new members into the RAB fold in August, a record month for the bureau in recent years. That added subscription, according to Mr. David, is about equivalent to the salary of one high-priced salesman.

The new RAB president—he was given the title in August after three months as executive vice president and general manager—says the details of his contract have not yet been settled either as to term of service or pay. It's understood Mr. Bunker's salary was in the \$50,000 range.

Mr. David projects a good deal of self-assurance and there is no hesitation in his description of RAB's strategy for the future.

At the core is his previously described passion for person-to-person selling, but there are other changes in emphasis to be made, he says.

The quantities of sales materials distributed to stations in the past by RAB have not always been useful, he feels. There's still a place for such matter but it should consist mainly of ammunition which the local salesman would actually want to take along with him on a sales call.

Another new departure for the bureau is its recently announced division of services and personnel between small and large market stations. Mr. David, engineer of this change, thinks big-market stations have problems unlike those in smaller cities and that RAB resources may be wasted when the same personnel work across these lines.

WEEK'S PROFILE



Miles David—President, Radio Advertising Bureau; b. March 29, 1926, Newark, N. J.; New York U. (University Heights College), B.A., 1946; U.S. Army, corporal, combat engineers and sports and copy editor, 'Stars and Stripes'; McGraw-Hill Publications, associate editor, 'Science Illustrated,' writing popular science articles, 1946-49; freelance writer, 1950; 'Sponsor,' executive editor, 1950-58; Radio Advertising Bureau, director of promotion, 1958; VP, 1961; administrative VP, 1962; executive VP & general manager, May 1965; president, August 1965; m. Florence Cotton, Dec. 7, 1952; children—Steven, 11, Amelia, 7; member—International Radio & Television Society; past chairman, publicity committee, timebuying and selling seminars, IRTS.

New world notes

WONDERS never cease. Two men from Houston spend eight days in space, and a man from the Federal Trade Commission spends five days on Madison Avenue. It's a ludicrous comparison, but in the field of regulation the FTC man's trek may be as unique and blaze as broad a trail as the space flight was and did in scientific achievement.

The significance of the Madison Avenue exploration should not, in truth, be taken lightly. It was the first FTC attempt in the memory of Madison Avenue old-timers, or such old-timers as there are on that generic symbol, to educate itself on so broad a scale in matters on which it undertakes to regulate. It showed an FTC willingness to learn that is as promising as it was belated.

Edward F. Downs, a key attorney in the FTC's Deceptive Practices Bureau, toured agency production departments and independent commercial studios in New York for five crowded days as the guest of the American Association of Advertising Agencies. He watched commercials being made, saw the problems that arise and how they are overcome, asked questions and was given answers. He went home obviously impressed and, as he told this publication, confident that the FTC in the future will have a clearer understanding of commercial production's problems and techniques (BROADCASTING, Aug. 30).

The value of this clearer understanding could be so great as to be literally against the law. One of the factors that impressed Mr. Downs was color-correction—not only how it is accomplished but also the more basic fact that in some cases it is necessary. Yet the majority opinion of the U. S. Supreme Court in the Colgate "sandpaper case" would seem to outlaw color correction if color is an essential part of the product claim. The Supreme Court opinion was written on the assumption that the camera does not lie; Mr. Downs saw that the camera can and often does lie, and that "correction" is sometimes the only way to show the truth.

The Supreme Court ruling is of course the law of the land. It was based to a great extent on arguments advanced by the FTC, and it would be natural—but futile—to wonder whether the ruling would have been different if the FTC had sent its emissary to Madison Avenue beforehand.

The pertinent question now is what effect the FTC's clearer understanding, through Mr. Downs, will have on its future regulation of broadcast advertising. It is perhaps too much to hope that any government agency would flout a "law" that the agency itself had been instrumental in creating. In the circumstances, however, it should not be too much to hope that the commission will be more perceptive in dealing with commercial problems generally, and more liberal than literal in interpreting the Supreme Court ruling specifically.

The men from Houston may get us to the moon more quickly, but Mr. Downs' visit, if it produces that result, will speed the day when regulation becomes more realistic and more tolerable for those of us who must live with it back here on earth.

Critics please copy

AUGUST, usually a slow month, was big for news this year.

There were the record-shattering, almost-perfect eight-day Gemini 5 exploit, the terrible Watts race riots, the escalating Vietnam hostilities, appointments to high places in government by President Johnson and the stalemated steel strike negotiations—to mention a few.

Most of America's 190 million people learned about

these developments first and at first hand from radio and television. President Johnson, who has developed his own news techniques, was on the air repeatedly to announce, comment, condemn or extol.

Of unusual significance was the emergence of FCC Chairman E. William Henry from his vacation at Cape Cod to commend broadcasters in Los Angeles for their coverage of the Watts riots. Mr. Henry, who has not been given to praise of broadcasters during his two-year chairmanship tenure, wrote the California broadcasters after reading the report in BROADCASTING's Aug. 23 issue.

Citing the performance as a "fine illustration of responsible journalism and public service broadcasting under difficult and dangerous circumstances," Mr. Henry said it shows that broadcasting "is much more than a news and information service; that it can provide avenues of communication for citizens, law enforcement agencies and others, at a time when such communication may be vital."

If there were any comments on the Watts coverage, pro or con, in newspapers or by TV-radio critics who are paid to comment, we missed them.

We did not miss this cartoon, syndicated by the *Los Angeles Times*:

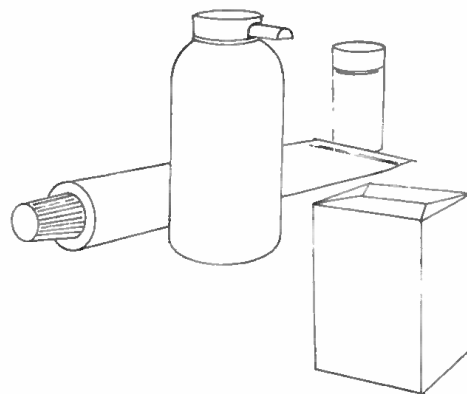


When a cartoonist is permitted to malign a whole television season before its first show is exposed to public view, the editors who use his work are indulging deliberately in anti-broadcast propaganda.



Drawn for BROADCASTING by Sid Hix
"I've found out where that guy on our camera crew is hiding his booze!"

*Sell your product
with the Northwest's*



total color station

For more than four years, KSTP-TV has presented all local programming in full color . . . an extension of the pioneering policies that made it the Northwest's *first* television station.

Now, for the exciting 1965-'66 season, 96% of NBC's entire evening schedule will be seen in color, combining with many daytime shows and the total color of KSTP-TV to provide more than 3,000 hours of outstanding entertainment in living color.

Once again KSTP-TV leads the way into a new era of television and, in so doing, provides you with the most effective, most efficient way to sell your product in the vital Twin Cities market.



TOTAL COLOR TELEVISION

• CHANNEL 5 • NBC •

HUBBARD BROADCASTING, INC.

100,000 WATTS • MINNEAPOLIS • SAINT PAUL • MINNESOTA



This one really does something for us.

Putting on the Capital Cities Broadcasting uniform brings out WJR's good points all the more.

It means we've added new programs and new personalities. It means we're more complete—like broadcasting all of the Detroit Tiger baseball games throughout the Great Lakes area. Like expanding our fine arts programming. Something for everyone.

So what does it do for you?

It puts you in touch with adults in 112 counties in

four states plus southwestern Ontario. It lets you make telling sales points in metro Detroit households that have an average \$8,500 to spend this year (thanks to the continuing car boom). It gives you a good crack at the \$6 billion retail market that's shaping up in this area, this year.

Why not call your Henry I. Christal Co. rep? Let him tailor-make a schedule. He'll do anything to suit you.

WJR
CBS 50,000 WANTS
DETROIT

DIVISION OF CAPITAL CITIES BROADCASTING CORPORATION